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# Media scope

January 1960 75 Cents

serving the media-buying function / published by Standard Rate & Data Service, Inc.



SCHUEBEL

"You don't buy the best time, you  
buy the best that's available."

*This year, when advertising must work harder...*



Lithibar Co. in Holland, Michigan builds for the future by buying Savage Engineering. B. F. Campbell, Vice-President Manufacturing and Engineering, reports that "Producing for the New Technology", an article from STEEL magazine, influenced the decision by showing the advantages to be gained tomorrow by this kind of business expansion today.

This is how STEEL is used by metalworking's pace-setters. STEEL has USERSHIP because

# *usership*

TRADEMARK

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Media/scope, Jan



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STEEL gives metalworking's fast-advancing men the timely information, provocative ideas, the forward-looking *interpretation* of trends these men need.

In other words, advertising in STEEL finds the kind of readers who will *do* something about it . . . and an editorial "atmosphere" that stimulates action. Isn't this the kind of advertising *results* you want today?

*makes things happen*

*usership is the strength of* **STEEL**

# NEVER BEFORE

## IN PUBLISHING HISTORY



# 789,762 CONTEST ENTRIES

from the September 13th issue of The American Weekly

**T**HIS EXPLOSIVE response of over three-quarters of a million entries from men, women and children, to the one, single, September 13th issue of The American Weekly proves three decisive points no advertiser can afford to ignore:

1. The American Weekly and only The American Weekly moves people to such *immediate and continuing action* . . . produces tangible results not only in days...but also, for weeks after publication.

2. The American Weekly has a unique, demonstra-

ble vitality that gets total family action because it is *editorially exciting* to men, women and children.

3. The American Weekly has the circulation muscle to do the big jobs in a big way.

Product advertisers derive these same benefits from The American Weekly's proved capacity to build immediate and continuing family action at point of sale, in the key markets of America. For complete contest details, ask your American Weekly representative to tell you all about it.

### The biggest build-up of family action ever

	Weekly Total	Cumulative Total
1st week (5 mail days)	111,275	111,275
2nd week (10 mail days)	261,286	372,561
3rd week (15 mail days)	102,349	474,910
4th week (20 mail days)	107,153	582,063
*5th week (25 mail days)	156,403	738,466
*6th week (28 mail days)	51,296	789,762

\*The contest period covered just 4 weeks. Only the entries dated October 12th or earlier are counted.

**SELLS THE MOST...FOR THE LEAST...WHERE THE MOST IS SOLD**

## The American Weekly

The American Weekly is distributed by these fine newspapers: Albany Times-Union • Baltimore American • Boston Advertiser • Buffalo Courier-Express • Chicago's American • Charlotte News • Cincinnati Enquirer • Cleveland Plain Dealer • Columbia, S. C., State • Corpus Christi Caller-Times • Dallas Times Herald • Denver Rocky Mountain News • Detroit Times • El Paso Times • Fort Lauderdale News • Houston Chronicle • Huntington, W. Va., Herald-Advertiser • Los Angeles Examiner • Milwaukee Sentinel • New Orleans Times-Picayune • New York Journal-American • Palm Beach Post-Times • Philadelphia Bulletin • Pittsburgh Sun-Telegraph • Portland Oregonian • St. Louis Globe-Democrat • St. Paul Pioneer Press • San Antonio Light • San Diego Tribune • San Francisco Examiner • Seattle Post-Intelligencer • Syracuse Herald-American • Washington Post • Wichita Beacon

For quali-  
Canada: \$3  
year: \$10 to  
For people  
space sales  
Possessions,  
Subscription  
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non-qualifi-



# Mediascope

published by Standard Rate &amp; Data Service, Inc.

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## SUBSCRIPTION RATES AND QUALIFICATIONS

For qualified people in media-buying in U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.

For people outside the media-buying function (publishers, time and space salesmen, associations, research organizations, etc.) in U. S., its Possessions, Canada: 7.50 a year. All other countries 10 a year.

Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

Media/SCOPE is published exclusively for those people with advertiser companies and advertising agencies engaged in or contributing to the media-buying function.

Media/SCOPE is published monthly by Standard Rate & Data Service, Inc., 5201 Old Orchard Road, Skokie, Illinois. Printed in U. S. A. Accepted as controlled circulation publication at Lafayette, Ind. Copyright 1959 by Standard Rate & Data Service, Inc. Change of mailing address must reach Circulation Department two weeks in advance of publication date.

If you want to sell ten-gallon hats...or any other product

A city larger than Dallas  
is hidden from your newspaper  
advertising in Los Angeles. It's  
**THE MILLION YOU'RE MISSING**  
if you're not in **THE MIRROR NEWS**.

Over 300,000 families—more than 1,000,000 men, women and children—read The Mirror News. 4 out of 5 take no other Los Angeles weekday metropolitan newspaper.

Predict Prosperous 1960s

Mirror News

INCOMES REACH NEW

HIGH IN LOS ANGELES

1st IN THE WEST IN AFTERNOON

HOME-DELIVERED CIRCULATION

LOS ANGELES EVENING

**MIRROR NEWS**

## MEDIA/SCOPE

serving the media-buying function

Published monthly by  
Standard Rate & Data Service, Inc.

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Fleetwood 1-4523

#### PACIFIC COAST OFFICE

Dan Harway & Co.  
1709 W. Eighth Street  
Los Angeles 17, Calif.  
Hubbard 3-3141

## From the Publisher's Notebook



### Editorial Content THE Salable Commodity

Of great concern to media is the question: How can the buyer know my publication or my broadcasting station unless he actually reads or monitors it?

The importance of editorial content in the sale of advertising and circulation was discussed last fall at the Magazine Publishers Association meeting by two panels composed of editors and advertising and circulation promotion directors.

Neither panel left any doubt about the pre-eminent importance of editorial content as the publisher's main stock in trade. What, if not editorial, does a magazine have to promote? Format? Make-up and type face? Yes, in a relatively minor way, but these are a part of editorial responsibility. Advertiser acceptance? The many facets of circulation? Certainly, but again, these are largely the end products of editorial achievement. It is evident that editorial is the one essential commodity that must be promoted. It is the only service the reader buys. It is just about the only value that interests the buyer of media, provided the editorial delivers circulation and readership among the kinds of people he is seeking.

Here are some comments by members of the panels:

S. O. Shapiro: "The magazine editor is the key to circulation promotion. The test of a promotable magazine lies in editorial content."

Herbert R. Mayes: "The key to editorial promotion lies in the current issue."

James T. Quirk: "Objective of promotion is to attract new readers, and this can be done effectively by emphasis upon editorial content."

Mel Grayson: "Buyers of advertising are aware of magazine editorial content, and weigh audience characteristics carefully in making selections."

Spencer Beach: "The *Flower Grower* considers its editorial content of highest importance."

Walter Perisson: "McGraw-Hill considers editorial content its most important product and worth selling."

Daniel D. Mich: "Advertising promotion can sell individuals who influence the purchase of space so long as the editor keeps selling the individual reader."

Other comments by Nicholas Samstag, Richard E. Coffey, James Shellenberger, and James H. Beard were in the same vein.

It is clear that magazines recognize the promotional value of editorial content in selling advertising and circulation. Other print media have similar values in editorial content. Broadcast and telecast media have opportunities to promote program content in much the same way.

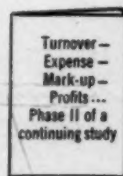
*Walter E. Botthof*



## the one that tells 'em . . . .

What makes a star salesman? "Git up and go"? Certainly . . . PLUS a thorough knowledge of the field. He keeps his prospects posted on important trends, competitive facts and figures, valuable merchandising ideas. He's always welcome. They trust what he tells them and (logically), they trust what he sells them, too. That's why the RECORDER is a star salesman for you. It "gits up and goes" to meet all your prospects, explore their interests and fully serve their business needs. They rely on what it alone has to tell, and (logically), on what it has to sell. Let your advertising exploit its unique editorial force.

If you missed any of these significant articles — send for reprints to Boot & Shoe Recorder, Philadelphia 39, Pa.







## ... is the one that sells 'em

**READERSHIP** — Leads its nearest competitor by 94% according to National Analysts, Inc. survey, which shows average of 3 readers per copy.

**VITALITY** — 43,000 reprint requests in ten months — and the highest subscription renewal rate in the trade — 74.74%.

**IMPRESSION** — Exposure time for each issue is longer by months than any competitive publication.

**IMPACT** — Superior quality and clarity of reproduction plus full color availability, provide maximum visual power.

# BOOT and SHOE Recorder

A CHILTON  PUBLICATION





Active  
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MARKETING BEGINS WITH

Active  
1

MARKETS.

For anything you have to sell now or in the future, *active* marketing begins with an active market... the kind of market SPORTS ILLUSTRATED delivers.

**ACTIVE PEOPLE:** Active markets can only exist among active people. SPORTS ILLUSTRATED, by the very nature of its editorial content, appeals only to those people who lead the new trend to active use of leisure time. **ACTIVE GROWTH:** Because it fills a new need among the fast-growing upper-income market, SPORTS ILLUSTRATED's circulation has grown 100% in the past 5 years, and advertising revenues have grown 300% in the past 4 years. **MERCHANDISING ACTIVITY:** The SPORTS ILLUSTRATED advertiser can bring the colorful, dramatic, exciting action of sport right into his own sales meetings and his dealer's showrooms. Selling with sport creates action all down the lines of distribution. **ACTIVE MARKETS IN ALL MAJOR MARKETING REGIONS.** You can reach the active families who make up the SPORTS ILLUSTRATED market in the full-run national edition, or in any one of its four regional editions, Eastern, Southern, Midwest, or West Coast. Whether you use it nationally, regionally, or both, SPORTS ILLUSTRATED brings new sales action to any advertiser's marketing program.

**SPORTS ILLUSTRATED** - Circulation now 900,000 active American families

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## MEMO TO MEDIA:

### HOW IS MEDIA/SCOPE DOING?

In 1959 Media/scope solidified its position, not just as a new member of the advertising trade press but as a new concept of how media might more successfully sell their advertising--direct to the buyer of advertising in a publication important and necessary to him in the performance of his responsibilities and the furtherance of his career. Media/scope not only deals editorially with the everyday needs and interests of buyers of advertising but also with the discussions of theory and principle which represent the practice of tomorrow.

This publication concept has as its basis three standards:

1. It is edited for the people of the media-buying function and no one else.
2. It is sold and distributed to the people of the media-buying function and no one else.
3. Its advertising is sold in the interest of the people of the media-buying function and no one else.

These standards keep Media/scope lined up on its target. When planning the expenditure of your media promotion dollars, check for yourself to see if this new "concentrated" way of selling advertising doesn't make more sense than the old way.

The old way has these characteristics:

1. Large amounts of waste circulation, sterile for your purposes and unrelated to the responsibility of buying advertising. This is coverage you pay for, and at an increased price when rates are raised. If a circulation increase is stated as the reason for a rate increase you should check the composition of the circulation increase to see how much represents a value to you.

(over)

2. No major editorial content devoted to all the buyers' working interests. It is a requisite to good business paper publishing that the functional interests of the desired audience be covered in depth.
3. Acceptance of subscription and advertising contracts generally.

The acceptance by media of the new "concentrated" way to sell advertising is implicit in the following statistics:

Media/scope's advertising gain 1959 over 1958 represents 343.5 pages, an increase of 95.5 per cent. Media/scope's billing in 1959 was \$488,731 as against \$259,063 in 1958, a gain of \$229,668 . . . or 88 per cent.

The trend continues--Media/scope's January 1960 issue will carry over 100% more advertising than Media/scope's January 1959 issue.

In this issue, bound in opposite the third cover, you will find the reason for all the excitement about Media/scope and the reason why it is the hottest book in its field--the editorial index for the entire year 1959. A study of the breadth and depth of these titles will indicate the "blood and sweat and tears" that go into editing a magazine like Media/scope.

Our circulation gains continue, every week and every month. In the media-buying area of the advertising agency we break down our circulation to show you what we deliver. No other general advertising book does. In addition, we supply circulation information by S.I.C. title and specific agency list through personal presentation by our salesmen.

We at Media/scope wish you a most successful business year and the satisfaction that derives from personal achievement.

Sincerely,

A. W. Moss



Advertising Director

(This insert appears only in those copies going to our complimentary list.)



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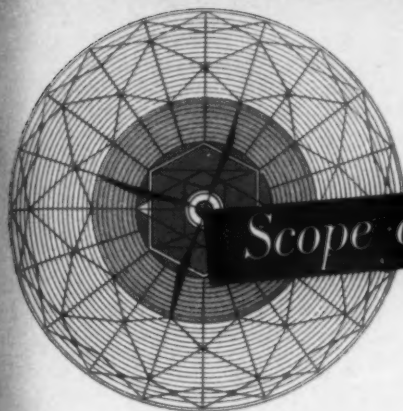
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## Scope on Media

A LOOK AROUND AND A LOOK AHEAD

### NETWORK MERCHANDISING

The recent refusal of the Supreme Court to review the appeals of General Foods and P. Lorillard in the "network merchandising cases" leaves many media and national advertisers with some heavy thinking to do.

These cases were appeals from FTC rulings (affirmed by the Circuit Court) holding that merchandising help given certain network advertisers by the network in cooperation with food chains was improper under the Robinson-Patman Act. The importance of the decision is highlighted by the statement in the appeal itself as to how widespread this same practice was, and that a listing of available deals took up 279 pages in a trade publication.

The more or less general form of such practices, now ruled out, is for a manufacturer to buy time or space from the medium which thereupon arranges store displays for which the store itself receives time or space. There probably is nothing wrong with this, *provided* that similar arrangements are made available on a proportionately equal basis to all of the manufacturer's customers who compete with the favored ones, and that it not be tailor-made for those few. This was not apparently done in the cases just decided.

This definitive stand has been a long time in coming. Revisions of many cooperative advertising practices will have to be made, especially in view of Chairman Kintner's statements recently that the FTC has many such investigations under way. His pointed comments may have been lost sight of in the publicity on the welter of current TV investigations.

### WHAT DOES THE MEDIUM ADD TO THE AD?

One of the most interesting (and generally unanswered) questions in media research is the contribution of a medium to the effectiveness, believability, etc., of the advertisements it carries. In short, what does the medium add to (or detract from) the advertising?

*Fortune* magazine has just released an interesting new study, called Advertising Impact and Business Magazines, which attempts to grapple with this question directly. *Fortune* used a stratified sample of over 400 business executives who were regular readers of three magazines:

*Fortune*, *Business Week*, *U. S. News & World Report*. Each of these executives were shown four advertisements (two from real companies, two from fictitious firms). One advertisement was mounted on a board, each of the others were bound into regular issues of one of the publications. The advertisements were rotated so that each appeared an equal number of times independently and in the context of each of the magazines.

The respondents were given a semantic differential chart containing a number of polar phrases or descriptions (e.g., above average in its field . . . . . below average in its field) with dots between them indicating intermediary opinions. The advertisement mounted separately was shown first, and rated, then the advertisements appearing in the publications.

The result: each advertisement produced a series of profiles independent of any publication, and sets of profiles in three magazine contexts. The impact of each magazine was determined (after a rather complex mathematical computation) by analyzing the plus or minus of each characteristic in relation to the score attained by the advertisements mounted independently. For example, let us say that the average score for a particular item was 2.5 when the advertisements were seen alone. Then suppose that the average score for the same item when applied to the advertisements seen in one of the magazines was 3.8, or a difference of 1.3. This difference between the "in" and "out of magazine" score represents the additional impact that the magazine was able to contribute to the advertiser's message.

The conclusions of the study are these: of the 12 variables used, there are three where none of the magazines change the impact of the advertisements to any extent. These are size and age of the companies advertised, and size of the firms to whom they sell. *Business Week* makes a significant change in regard to the companies' being "above average" in their fields. *U. S. News* modifies favorably impact in the direction of the advertisers being sound investments, fine companies to work for, above average in their fields, and very reliable. And, says the study, "when the ads appear in *Fortune* there is a significant change in impact for all nine dimensions, and always in a favorable direction.

### SOMETHING NEW IN COLOR TV

The General Electric Company, with the cooperation of Crosley Broadcasting's WLW-T (Cincinnati), has developed a new color television transmitting tube which may prod the slow advance of color TV set sales. What GE's new Image Orthicon tube does is permit colorcasting under normal black and white light conditions. This means that night baseball games, indoor basketball games, and other remotes with difficult lighting conditions may now be telecast in color. Until now, colorcasting needed carefully controlled, high-intensity lighting available only in specially equipped studios.

The development of the GE transmitting tube has several interesting implications for advertisers. First, it's likely that more stations will equip themselves with color facilities (the tubes cost about \$900 more than standard color tubes, but there'll be a considerable saving in lighting equipment and in bulky airconditioning apparatus needed to draw off the lights' intense heat). Second, there will be a greater variety of color programing available to advertisers.

Third, and most important, there's some evidence that the new tube will stimulate lagging color set sales. Crosley executives claim a substantial increase in color households since the advent of night sports events in Cincinnati. This is confirmed by RCA's William Boss, who reports that during the last three months, one out of every three RCA television receivers sold in the Cincinnati market has been a color set. Mr. Boss points out that historically, the institution of regular network sports programing in the late 1940's and early 1950's gave a tremendous boost to black and white set sales.

### GOOD NEWS FOR MARKETERS

Advertisers concerned with the prospects for selling their goods in the coming decade can take heart from a new study conducted by George Gallup's Institute of Public Opinion for *Look*. The study was designed to reveal the temper and the attitudes of the American people as we enter the 1960's. Here are some of the results that are of special interest to advertisers:

- Consumers are fantastically optimistic today, which means they are in a spending mood, and inclined to assume more long-term obligations—a plus for marketers of hard goods and big-ticket items generally.
- The most optimistic section of the public is the best heeled. The college-educated, and those whose household income is more than \$7,500 a year, think both war and depression extremely unlikely. These persons are also the best audiences for media, and the best prospects for consumer goods.
- The prime purchasing goal of the American people is a new house (or a larger one), and that means an expanded market for products that go into a house.

Second, is a new car. Given the opportunity, 65 per cent of the respondents mentioned travel as the most desired activity. In short, houses, cars, travel, and educating their children are the great wants of the public. As Gardner Cowles, president and editor of *Look*, points out, "anyone who can capitalize on these wants in his sales appeal will have a built-in selling advantage in the decade ahead."

- Some 16 per cent of the respondents say they intend to move during the coming year. This mobility is even more marked in the large urban centers, in which one in five families intends to move either to another community (i.e., a suburb), or to another neighborhood in 1960. This movement will be most marked among persons in their twenties. Nearly a third of this age group intends to move during the year. It is apparent that this enormous mobility will have serious implications not only for marketers, but also for media which seek to cover these families.

### ADVERTISING COST INDEX

The accuracy of MEDIA/SCOPE's Advertising Cost Index has just been corroborated, in so far as spot radio costs are concerned, by a special study by Peters, Griffin, Woodward, Inc. The station representative developed the data to support its own "Spot Radio Pocket Guide," now two years old. Here's what PGW found:

From October 1957, to October 1959, daytime announcement package rates for highest priced radio stations in the top 50 markets had increased only 3.3 per cent for 30 and 10 announcements per week, and 3.7 per cent for 20-announcement packages.

These slight increases, as PGW points out in a memo to its "Radio Colonels," check out closely with MEDIA/SCOPE's own 2 per cent figure over the two years' period. PGW's somewhat higher climb is accounted for by its inclusion of only maximum cost estimates in the top 50 markets alone, "and errs if at all on the conservative or costly side."

PGW data were produced by "placing side by side" rates from the September-October 1957 edition of SRDS (used to make up PGW's own "Spot Guide"), with costs for the same stations from the September-October 1959 edition of SRDS "Spot Radio Rates and Data."

### ROP COLOR MARCH

Nothing—not even the steel strike and a resulting 17 per cent drop in automotive color lineage—seems to be able to stop the steady monthly climb of ROP color advertising.

In October, as in every preceding month since the first "Hoe Report on ROP Color" was printed in April 1958, color lineage has again increased. Gain over October, 1958 was 20.9 per cent, for ROP's best October ever.



McCall's

25 cents

Who else gives you 4-color bleed at the lowest cost per M in its field? Who else delivers such electric editorial excitement...and shows a stunning 22% advertising revenue gain for the 2nd half of 1959? Who else but... **McCall's!** Who else makes no extra charge for bleed?

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## IMPULSE... OR CONSIDERED PURCHASE



Keeping Kellogg's at the top-of-the-mind when women are out to buy is the objective of this campaign in Outdoor.

BUICK'S  
ALL-TIME  
BEST

THE TURBINE DRIVE  
BUICK '80



Outdoor is used by Buick to quickly familiarize the public with new models and to sell Buick quality.

## TANGIBLE... OR INTANGIBLE



Sale of beans soared during the week Thorofare used this Outdoor promotion. Tangible product... tangible results.



Part of a complete, integrated promotion, this 24-sheet is being used to sell an intangible—the services of the State Farm Mutual man.

# What kind of products w

## All kinds!

One reason why Outdoor sells all kinds of products is that Outdoor sells to all kinds of *people*!

No matter whom you wish to reach, Outdoor reaches them.

For example, do you want to reach people in the higher income groups—\$10,000 and over? Outdoor reaches 85% of this group in urban markets.

Want to reach men only? 84.6% of all men in U.S. urban markets remember Outdoor.

Want to talk to women? 78% of all urban women remember Outdoor.

Want to reach people who intend to buy a new car soon? Outdoor reaches 84% of the people in families who say they will buy a new car within six months.

Want to reach dog owners? You get 87.8% of them through Outdoor.

So it goes. Whatever the type of audience you want, you get more of it with Outdoor than with any other mass medium. On the average, with a #100 showing in Outdoor,

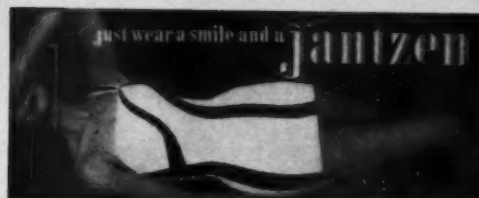
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## MEN'S...OR WOMEN'S



Ronson is now making its debut in widespread Outdoor showings. They know that 84.6% of all men in an urban market are poster readers.

To reach women of all ages everywhere, at the lowest cost per thousand, Jantzen uses Outdoor's blanket coverage through their dealer poster program.

## REGIONAL...OR NATIONAL



Conoco uses Outdoor to overlay its 10-state marketing area, and effectively tailors its showings to fit its distribution pattern.

On a national basis the Jos. Schlitz Brewing Co. "spots" its Outdoor advertising in relation to distribution and sales potential.

# ts will Outdoor sell?

you reach 94% of all the people in a market 21 times a month!

### Reaches more people more effectively

Not only do you get more people with Outdoor; you reach them with an unusual kind of impact.

Outdoor has the impact of *strategic location*—location in high-traffic areas where your message reaches customers moments before they buy.

Outdoor has the impact of large size—bigness that's bigger than life, with wide-screen dramatic effect.

Outdoor has the impact of full color—shows your product as it really appears in the store, delivers your message with all the realism and power that only full color can give.

Outdoor has the impact of frequency—exposes your message again and again and again, an average of 21 times a month to 94 out of every 100 people in the market.

### Averages down your cost-per-thousand

With Outdoor you get your audience at *lower cost* than with any other mass medium! With Outdoor, you reach people with your message at a cost of only 22¢ a thousand! This lets you bring down the overall average cost-per-thousand of your total advertising campaign.

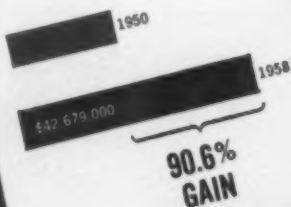
No wonder more and more types of products are being sold on Outdoor... from lipstick to lollipops, from telephones to trucks, from caramels to clothing, from sugar to shavers, from beer to bras... including the product categories shown above.

Let an OAI man show you how you can sharpen the impact of *any* marketing program with Outdoor posters, painted bulletins, and spectaculars. At his disposal—and yours—are all the research, planning, creative, and merchandising services of Outdoor Advertising Incorporated, national sales representative of the Outdoor advertising medium. Call him today. Offices in: Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.

**OAI OUTDOOR ADVERTISING INCORPORATED**

# GROW WITH US!

FURNITURE & HOUSEHOLD  
APPLIANCE SALES  
Long Beach-Lakewood



FURNITURE & HOUSEHOLD  
APPLIANCE SALES

Per Capita - 1958

LONG BEACH-LAKEWOOD

\$98

LOS ANGELES-LONG BEACH/MET AREA

CALIFORNIA

Only the Long Beach Independent Press-Telegram covers this city zone of 504,369 people... reaching nearly 7 out of 10 families. No other daily newspaper reaches even 1 out of 10.

**Independent  
Press-Telegram**

Monday Evening Sunday

LONG BEACH, CALIFORNIA

Represented nationally by

RIDDER-JOINS, INC.

MEMBER NATIONAL ASSOCIATION OF PUBLISHERS

## Trade Talk



Dave Wasko

**Hot Topic . . .** The year 1960 may see a complete revolution in television time buying if the television broadcasting industry should adopt the "magazine concept" of programming. If this plan should develop to the point where networks and station reserve the right to place announcements where they choose, a buyer will not have to check adjacencies anymore. If programs as such are no longer to be sponsored by individual advertisers, program costs will have to be included in announcement rates. This means that former "announcement only" users will be faced with drastically increased costs, thereby upsetting budgets. A big question that arises, too, is whether or not advertisers would demand circulation guarantees for the times they buy, since they didn't pick them.

**Bravo . . .** At least one agency's media department got a vote of confidence from a client when Delbert Johnson, Continental Can's advertising manager, recently told media that since his agency was making Continental's media decisions, media representatives who felt they must see the advertiser, could do so by giving their reasons for such a meeting to the agency and requesting that the agency arrange it.

**Needed Nudge . . .** The members of the National Association of Transportation Advertising are planning an educational campaign, for advertisers and agencies, on their medium. This decision was based on the membership's feeling that some space buyers use media based on their glamor rather than efficiency. Actually, the medium's sales efforts have fallen off considerably during the last few years, with Mutual Transportation Advertising, which represents a group of the operators, doing the only consistent national selling job.

**Station Switches . . .** A time-buyer who buys radio time for a client on a 52-weeks' basis was recently surprised to learn that a large number of stations he was using had changed representatives during the contract year, with neither the station or new representatives notifying the agency. This came to light when renewal time arrived, and a number of the representatives informed him that they no longer handled former clients. This time-buyer is looking for more advice from representatives who pick up new stations. Another interesting angle is that the buyer didn't know which representative company added his former client.

**Single Ratings . . .** The matter of a single rating service for the broadcasting media has been brought up again, this time by Robert Hurleigh, president of the Mutual Broadcasting System. In discussing the need for a single acceptable rating standard, he referred to the fact that the Audit Bureau of Circulations was founded because of the "hue and cry about circulation totals in newspapers and magazines." Perhaps it is well to remember that before ABC there was no circulation standard at all. Then too, the ABC hasn't yet curbed publications' circulation contests, giveaways, and less-than-half-price subscription rates to raise their circulations at the cost of their advertisers. These are certainly comparable to the programming hypodermics of which the broadcasters are accused.

**Weighty Medium . . .** What looks like an excellent point-of-sale medium is now available in the form of a scale, which is equipped to flash an illuminated ad at anyone who steps on it to be weighed free. Preliminary tests as to the scale's efficiency as an advertising medium have been outstandingly successful to date.

asko

pinpoint magazine coverage  
in your market(s) with...

locally edited gravure magazines



in Birmingham...in any Region  
or throughout the Nation!

The nation's 52 locally edited gravure magazines are your tactical ad  
force in 39 major markets.



Before you buy any radio  
time in Charlotte...

## Check these two reports



(NSI Nov.-Dec. '58 and Apr.-May '59)

... you'll discover why scores  
of national and regional adver-  
tisers have followed the trend  
to WIST!

Seeing is believing. Take  
a look — see for yourself!

Your PGW Colonel will be  
glad to show you copies

they'll tell you why...

# WIST

is the  
**best**  
radio buy  
in Charlotte

A BROADCASTING COMPANY OF THE SOUTH STATION

## NO 1960 SCHEDULE

IN THE BIG, GROWING  
PROTESTANT

## CHURCH MARKET

will be complete without

## MOODY MONTHLY

### Speaking of unduplicated coverage\*

If your advertising was running currently in  
*Christian Herald*, *Presbyterian Life*, *Together*  
and *Your Church*—with a combined circulation  
of over 2½ million...

**YOUR ADVERTISING MESSAGE  
WOULD STILL BE MISSING 84.2%  
OF M/M's 100,000 CIRCULATION**



Moody Monthly is  
the largest and most  
influential medium  
in the conservative  
Protestant field.



—and M/M has less than 31% duplication with  
the combined circulations of the other two lead-  
ing interdenominational magazines in the con-  
servative field... 18.1% with *Christian Life*,  
and only 12.4% with *Eternity*.

**Moody Monthly goes into 100,000 homes and  
reaches key people who influence purchases  
in more than 60,000 conservative Protestant  
churches—and that's why no schedule in this  
big church market is complete without M/M.**

\*Figures based on an independent survey of  
religious magazines conducted by Broadman  
Press of Nashville, Tenn.

### MOODY MONTHLY

820 North LaSalle Street • Chicago 10, Illinois  
LAWRENCE ZELTNER, Advertising Manager

## Letters from Readers

### LOST RETAIL SALES

I read with great interest Dr. H. P. Alspaugh's proposals for new metro-  
politan areas in November *MEDIA/-*  
*SCOPE*. I could not agree with him  
more on his basic effort to increase  
the number of standard metropolitan  
statistical areas, but I would go even  
further.

This is a large country. All the  
existing metropolitan areas added to-  
gether still leave roughly 40 per cent  
of the nation's population and 35 per  
cent of the retail sales unaccounted  
for. Now, this \$6 billion in "lost" re-  
tail sales is no insignificant figure.  
It is equivalent to the combined sales  
of New York, California, Illinois, and  
Pennsylvania—our four largest states.  
The metropolitan concept as it now  
exists, leaves no readily available  
method of accounting for this gigantic  
sales volume.

From a marketing and media stand-  
point this hole should be filled. There  
is a tendency on the part of media  
buyers to use metropolitan areas as a  
basis for selection, and naturally the  
buyers are not going to select all met-  
ropolitan areas, any more than they  
are going to try to reach the whole  
country. However, when 35 per cent  
of the country is omitted from the  
field of choice, it does not give the  
buyer a wide enough leeway.

Actually, there is no reason why  
the metropolitan area concept can not  
include areas that will give buyers  
a chance to select from a list of mar-  
kets representing a good 80 or 85 per  
cent of the country's population and  
retail sales. Then the marketer, rather  
than the government, can weed out  
what he does not want.

EUGENE DALGIN

Research manager, Ridder-Johns,  
Inc., N. Y.

### LIKES KAUFMAN

It was good noting Lionel Kauf-  
man's column each month in *MEDIA/-*  
*SCOPE* and I have been one of his avid  
readers almost from the start. This  
letter is written merely to salute Mr.  
Kaufman and to commend him for  
his November column. Also to note  
that (referring to his October col-  
umn) a real good place to get a re-

verse shock by being "different" is to  
use black-and-white advertisements in  
the color comic sections of Sunday  
papers. I have occasionally been able  
to sell that idea locally, and I can tell  
you that it works.

JOE L. IRWIN

Promotion manager, *The Cincin-  
nati Enquirer*.

### DIRECTORY OF ASSOCIATIONS

Your "Directory of Associations"  
(*MEDIA/SCOPE* August 1959) was a  
wonderful compilation. I haven't seen  
it anywhere, not in such good form.  
Will this be a monthly feature, or just  
one time? Have already clipped it for  
my special file.

LILIAN LIAN

Time buyer, Sweeney and James  
Co., Cleveland.

*The "Directory of Associations"*  
will be published annually.—The  
Editor.

### ENTRY INTO A VACUUM

You have entered a field in which  
there existed a vacuum or white area  
for advertising and sales promotion  
people. Good luck!

ROBERT WIMBERLY

Advertising manager, Arkansas  
Power & Light Co., Little Rock,  
Ark.

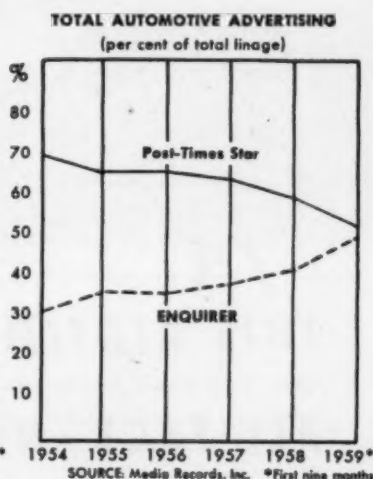
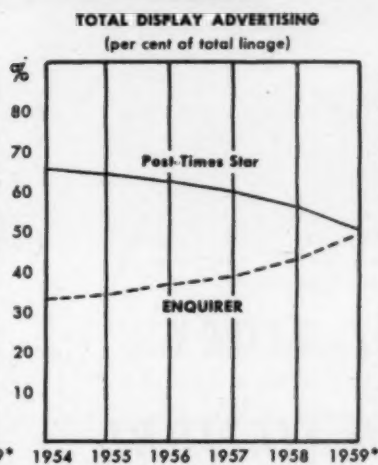
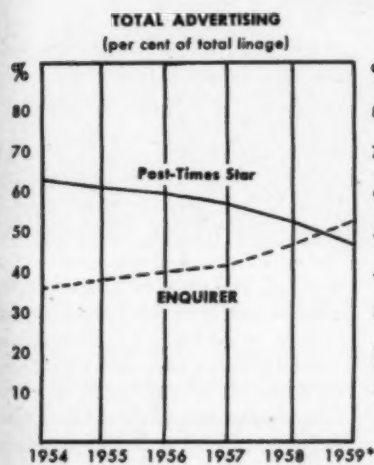
### EDITORIAL EVALUATIONS

I have just read your editorial on  
the Marsteller, Rickard, Gebhardt and  
Reed editorial evaluation efforts "Se-  
ven Lively Arts of Editing" (*MEDIA/-*  
*SCOPE* October 1959). It is very pleas-  
ing to us editors that some agencies  
are paying attention to the quality of  
our product. MRC&R has indicated  
that it is often a complex and difficult  
job for an agency to evaluate the edi-  
torial content of a business publica-  
tion. It seems to me that this difficult  
job is usually unnecessary, since what  
should matter to the client is not what  
the agency thinks of a publication, but  
what readers who are the client's  
prospects think of it. So, why not ask  
the readers what they think of the  
magazine?

Presumably, the point of editorial



# More proof of the solid trend to the "morning" in solid Cincinnati



Take a look at the evidence above! It shows clearly that retailers and national advertisers are relying more and more on the *morning Enquirer*. Why? They've discovered it's *the* way to reach and influence the *solid market-that-matters* in this great metropolitan area. The households that have more adults in them . . . have a higher percentage of children . . . have a younger head-of-house . . . have a *higher median income*. In other words, the **SOLID** households that need more, want more, and *can afford* to spend more. For other significant facts about this rich 19-county, 3-state market . . . write, wire or phone The Enquirer's Research Department for your copy of the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

**Solid Cincinnati  
reads the  
Cincinnati  
Enquirer**



# LITTLE ROCK

## The Facts Stated Simply:

We feel the Arkansas Gazette is fully justified in asking that you and your associates study, discuss and consider carefully the placing of National Advertising schedules in Little Rock. We make a further suggestion that this is one of the times in this country when some of the normal yardsticks applied bear very deep examination.

The Arkansas Gazette is one of the outstanding newspapers of the country and the South from a publication standpoint, maintaining substantial leadership in news and editorial content.

The Arkansas Gazette is not only maintaining advertising leadership, but does so in nearly all the important major areas—see Media Records.

Because the Little Rock problem is so readily recognizable as having no modern-day parallel, we sincerely suggest and urge you and your associates to continue to place your national advertising schedules in the Arkansas Gazette.

Oldest Newspaper West of the Mississippi — Established 1819

# Arkansas Gazette

Represented Nationally by The John Budd Company



The 25,000 progressive motel readers of TCJ put their prosperity back into motel expansion. Every month they build an average of 11,000 new bedrooms; spend over 10 million monthly to furnish them. Fantastic? Yes, but true . . . proved by authoritative research. This is the big "pay off" motel market for more than 300 TCJ advertisers. It can be for you, too.

## THIS BEDTIME-STORY

about TCJ Motel Readers is

## ALL FACT—NO FICTION!

For the motel market story get "8 Billion Dollars Ain't Hay." Ask your TCJ representative for information or write William G. Browning, Advertising Director.

TOURIST COURT  
**Journal**  
TEMPLE, TEXAS

*publishing more ad lineage than any other motel magazine*

evaluation efforts by an agency is to help it choose the best media for the client's advertising. It would seem that a simple mail survey which asks a good sample of the client's prospects a few key questions such as which books in the field they read, prefer, find most useful, etc., should in most cases provide all the information needed.

JOHN C. W. EVANS

Editor, *Paper Trade Journal*.

## ADVANCED MATERIAL

Your publication is great because it is directed specifically to the buyer of media with advanced type material rather than the first-grade elementary type articles. Please keep it up.

C. A. NIXON

Media buyer, Young & Rubicam, Inc., Detroit.

## EACH VIEWER COUNTED ONCE

First, may I congratulate Lionel Kaufman on his consistently interesting column, which we look forward to each month. Second, if I may, a word of comment about something he said in that column in the November issue of *MEDIA/SCOPE*. Happy though we are that Lionel M. Kaufman, Jr. (like many other people) watches all of the eight Westerns on CBS Television, we did not count him eight times when we made the statement that "94 Million People Every Week Watch TV's Most Exciting Westerns on CBS." We counted him only once. If we had wanted to count him eight times, we would merely have added the audiences of the eight shows in question, and we would have reached a figure well over 200 million people. In fact, as he correctly assumed, the statement was a cumulative figure for eight shows. It was based on cumulative homes figures from the Nielsen Television Index and on cumulative audience composition figures from the American Research Bureau. Both figures were obtained through special tabulations of basic data.

We hope that Lionel, Jr. continues to enjoy all the Westerns on the CBS Television Network, but we'll continue to be careful to count him only a many times as the situation warrants.

JAY ELIASBERG

Director of research, CBS Television Network.

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January 198

## Darn That Farm Journal!"



Janice Christensen of Page County, Iowa, as featured in *Farm Journal*

Janice Christensen is furious! Having to practice when she could be out playing. In many ways, youngsters (and mothers) are the same everywhere.

Prosperous farm families provide a grand market for baby grands—and just about every other consumer product imaginable. Their wants are big. Their purchases are big. (The average *FARM JOURNAL* family *spends* more than \$13,000 per year.) They buy the best.

If you sell a consumer product, don't overlook this high-buying market. The ground rules for profitable selling are

simple: Nothing influences farm families like a farm magazine—and no farm magazine means so much to so many as *FARM JOURNAL*, the biggest in the country.

### A FEW OF THE MANY CONSUMER ADVERTISERS IN FARM JOURNAL

Baldwin Pianos • Lucky Strike • New York Life • Dodge  
Niagara Health Appliances • Speed Queen • Toastmaster  
Western Auto Supply Co. • S & H Green Stamps • Murine  
Carnation Company • Gamble-Skogmo • State Farm Mutual  
Simplicity Pattern Co. • Ford Motor Company • Dristan  
Knox Gelatine • Jergens Lotion • Del Monte • Kem-Tone  
Norwich Pharmacal • Anacin • Philco • Coats & Clark's  
Seven-Up • Winstons • Chevrolet • Fleischmann's Yeast  
Vaseline • Mirro Aluminum • Colgate • Kellogg's.

The magazine  
farm families everywhere  
depend on . . .



GERRARD PATTERSON, Publisher  
RICHARD J. BARBER, President



*In Philadelphia nearly everybody reads The Bulletin*

The Evening and Sunday Bulletin, Philadelphia



17

## **ANNUAL MEDIA AWARDS** are es-

tablished by MEDIA/SCOPE for accomplishments in the calendar year 1959.

**PURPOSE** of these Awards is to encourage creative thinking toward the more efficient selection and use of advertising media.

**NATURE OF AWARDS:** There will be three classes of awards:

**Class 1. Public Statements.** To an individual or an organization for a contribution to creative media thinking as expressed in a public address, published article or book, or in other document.

**Class 2. Media Research.** To an individual or an organization for a significant contribution to media research which has served to improve the delineation of media or their markets.

**Class 3. Media Technique.** To an individual or an organization for a significant innovation in the use of media, in the sense of an imaginative or novel technique or device that may be a part of a media plan but is not necessarily the complete plan.

**NATURE OF ENTRIES:** Entries should be documents, research, or techniques that were produced in the calendar year 1959. They may relate to any advertising media.

**THE AWARDS:** There will be five awards in each class. For the principal award in each class there will be a Bronze Plaque. For the secondary awards there will be Certificates of Merit.

**PRESENTATION:** Presentation of awards will be made at an annual luncheon in April.

**JUDGING OF ENTRIES:** Winners of awards will be chosen by panels of judges chosen from the advertising business.

### **ENTRY REQUIREMENTS:**

1. Entries may be submitted by an interested person or organization, in his own behalf or in that of another. An applicant may submit as many entries as he desires, provided a separate entry form is used for each. The entry blank printed on the reverse of this page, or a facsimile thereof, should be employed.
2. *Date.* All entries must be submitted by February 1, 1960.
3. *Place.* Entries should be submitted to: Executive Secretary; Annual Media Awards; c/o MEDIA/SCOPE Magazine, 420 Lexington Avenue, New York 17, N. Y.

**ANNUAL  
MEDIA**







## ANNUAL MEDIA AWARDS

### Official Entry Blank

TO:

Date \_\_\_\_\_

Executive Secretary  
Annual Media Awards  
c/o MEDIA/SCOPE Magazine  
420 Lexington Avenue  
New York 17, N. Y.

**1.** This entry is submitted for consideration for an Annual Media Award in Class No. \_\_\_\_\_

**2.** The nominee is

\_\_\_\_\_  
(NAME OF INDIVIDUAL OR ORGANIZATION)

\_\_\_\_\_  
(IF AN INDIVIDUAL, HIS COMPANY AFFILIATION)

\_\_\_\_\_  
(CITY AND STATE)

\_\_\_\_\_  
(NATURE OF BUSINESS)

**3.** The accomplishment for which the nominee deserves an award is as follows:

\_\_\_\_\_  
\_\_\_\_\_

**4.** Supporting data that will help the judges determine whether or not this accomplishment deserves an award are attached. (Attach as much supporting information as possible, including copies of addresses or articles; published media research reports; evidence of originality in media techniques as shown by advertisements, schedules, press clippings, or other documents.)

**5.** My name is:

\_\_\_\_\_  
(NAME)

\_\_\_\_\_  
(COMPANY)

\_\_\_\_\_  
(ADDRESS)

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## Whittaker Is Chairman Of ANNUAL MEDIA AWARDS

■ *Presentations to be made at  
Waldorf-Astoria at luncheon on April 7.*

■ *Entries being made for Awards  
in three classifications close Feb. 1.*

**ALFRED A. WHITTAKER**, vice president and director of advertising, Bristol-Myers Products Division, is chairman of the 1960 Annual Media Awards sponsored by MEDIA/SCOPE. The 1959 chairman was Dr. E. L. Deckinger, vice president and media director of Grey Advertising Agency, Inc. Last year was the first year of the Awards.

Mr. Whittaker has a background in both advertising and research. He began his business career with A. C. Nielsen Company after graduation from New York University, where he took his bachelor's degree in business administration. At Nielsen he headed the presentation analysis department, but left in 1942 to serve as an economist with the War Production Board in Washington. He later saw combat service, and was a lieutenant in the Navy, serving from 1943 to 1946 on a destroyer in the Pacific. After the war, Mr. Whittaker joined Benton & Bowles, Inc., where he served as vice president in charge of research.

Mr. Whittaker joined Bristol-Myers Products Division in 1958 as director of market research, and became vice president in charge of market research in 1959. In July of last year he was promoted to his present position.

He is a member of the Association of National Advertisers, the American Marketing Association, the Market Research Council, and the Copy Research Council, of which he is currently president.

The new chairman of the Annual Media Awards served last year as head of the panel of judges in the media research classification.

### *Awards at Waldorf on April 7*

The presentation of the Annual Media Awards will be made in New York on Thursday, April 7, at a luncheon in the Waldorf-Astoria Hotel, Starlight Roof. It is expected that approximately 600 persons will attend, compared with the overflow attendance of 413 at the Park Lane Hotel in April 1959. Invitations will be mailed early in March, but anyone who does not receive one of these invitations and is interested in attending is invited to indicate his interest to the Executive Secretary.

Agencies, advertisers, media, researchers, and other interested groups may reserve tables of 10 as well as individual places. Although many requests for tables and individual tickets could not be accepted in April 1959 because of lack of space, it is hoped that the larger capacity of the Wal-

dorf will make it possible to accept all requests.

Entries are now being accepted for the three classifications of Awards. An entry form is on the facing page. There were 154 entries last year, and it is expected the number will be considerably larger in 1960. The three main classifications of Awards are: (1) *Public Statements*, as expressed in a public address, articles, book or any other document; (2) *Media Research*; (3) *Media Techniques*, meaning imaginative or novel techniques or devices that may be a part of a media plan, but are not necessarily the complete plan.

Entries should represent accomplishments in the calendar year 1959, but any accomplishment in that year that is part of a continuing program is eligible for entry. The Awards are three bronze plaques for the top Awards in each classification, and four certificates of merit in each of the three classifications. Entrants who wish their entries returned will receive them.

All entries must be submitted by February 1, 1960. Entries should be sent to Executive Secretary, Annual Media Awards, c/o MEDIA/SCOPE Magazine, 420 Lexington Avenue, New York 17, N. Y. ■

Over 12,500  
U.S. Manufacturers  
will be advertising  
their products and  
services in the  
No. 1 Market Place  
of Industry...  
the 50<sup>th</sup> Edition  
of Thomas Register.

Firms representing  
80% of the industrial  
buying power of the  
country use T. R.  
70,000 Times a Day  
to locate suppliers!

# THOMAS REGISTER



Write for  
ABC Statement



Industry's No. 1 Publication  
because it's  
Industry's No. 1 Marketplace  
Thomas Publishing Company  
461 Eighth Ave. • New York 1, N. Y.

## Media/quotes

### PROFITABLE DIRECT MAIL

What about the readership of direct mail? Our studies prove that direct mail consistently scores higher readership than any other print medium. Virtually any mailed advertisement will receive at least 50 per cent recall 10 days to two weeks after receipt. And, after repeated mailings, this rating will normally reach 70 to 80 per cent. With readership such as this, you can answer a possible condemnation of our medium: "It costs too much."

We have been able to dispense with the illogical and misleading criterion—cost per reader—because it ignores completely the *character* and *quality* and *purchasing power* of the reader.

Rather we should create an appreciation among advertisers that direct mail costs should be considered in terms of costs per reader-prospect, a far more equitable comparison. When cost comparisons are made on this basis, direct mail is a wise buy.—ROSS MORGAN, assistant manager, direct mail, Campbell-Ewald Co., before DMAA Advertising Agency Workshop, New York.

### PROGRAM FOR ARF

I believe that the fundamental success of the Advertising Research Foundation will lie in the eventual development of a number of long-range, basic research projects which will supply more and better information about the complex advertising process and which will help determine more accurately how the advertising dollar can be invested most effectively, both in the interest of individual corporate objectives and in the upgrading of our total standard of living.

It would seem particularly important now, when advertising is being attacked from so many sides, that there be added support and participation in such basic and unbiased scientific research under the direction of the ARF.

Advertising now is an industry representing an annual investment of over \$11 billion—about 3.6 per cent of our standard of living as measured by total personal consumption expenditures of \$313 billion. But, with-

in the next 10 years, that level of personal consumption must grow by more than \$165 billion, or more than 50 per cent, to keep up with our productive ability which economists say will exceed \$750 billion by 1970.—ARNO JOHNSON, board chairman, Advertising Research Foundation, Inc., before ARF, New York.

### MAGAZINE VITALITY

I was quite surprised at the recent criticism of magazines, and personally believe that they have a greater vitality than ever before. By vitality I mean you are showing in your editorial pages an ability to cope with the more basic problems facing the American people and the world. Magazines are treating provocative subjects in a provocative way. Never before have there been so many informative articles on medicine, politics, and science, as well as educational articles on art and religion. These are hardly the result of control by your business managers.

This vitality extends to advertising as well, and I cite the offering of unique space units. We call them "printaculars," and we have pioneered their use to great advantage. We have used them for such clients as Texaco, Smith-Corona, and Qantas Airlines, and can trace direct sales results to these inserts.

Certainly, in this time of creative merchandising, the magazines have every right to offer creative space units. And if the spectacular is a legitimate form of TV programming, so is the printacular a legitimate form of magazine publishing. Never has it been more important to get the retailer and sales force on the side of the new advertising campaign being offered. I know of no better way of registering merchandising impact upon retailers and salesmen than with the printacular.—WILLIAM MULVER, executive vice president, Cunningham & Walsh, Inc., before Hearst Magazines Sales Seminar, New York.

### FUTURE TV COMMERCIALS

You will need to take a policy position that is more consistent with the

(Continued on page 22)



## MORNING IS SELLING TIME IN BUFFALO

Men's stores know it. They place 72.6% of their *daily* advertising lineage in the *Morning Courier-Express*. Women's stores know it, too. That figure is 65.8%.

Local car dealers add their testimony by running 67.9% of their new car, and 59.7% of their used car advertising in the *Courier-Express*. Figures in many other categories such as department stores and food chains also point strongly to the proven selling power of Buffalo's fastest growing newspaper.

Whether you sell men — or women — or both, you need the *Courier-Express* audience to insure your full share of sales in the metropolitan Buffalo market. You can schedule it with complete confidence that it will produce for you as it does for hundreds of others.

**FOR MORE ADVERTISING FOR YOUR DOLLAR** concentrated on those with more dollars to spend, use the *Morning Courier-Express*. It reaches the top 165,000 households in which Western New York's buying power is concentrated.

**FOR SATURATION** use the *Sunday Courier-Express*, the state's largest newspaper outside of Manhattan. It blankets the 482,108 families in Buffalo and the eight surrounding counties.

*For Total Selling  
in this Great Market*

# Buffalo Courier- Express

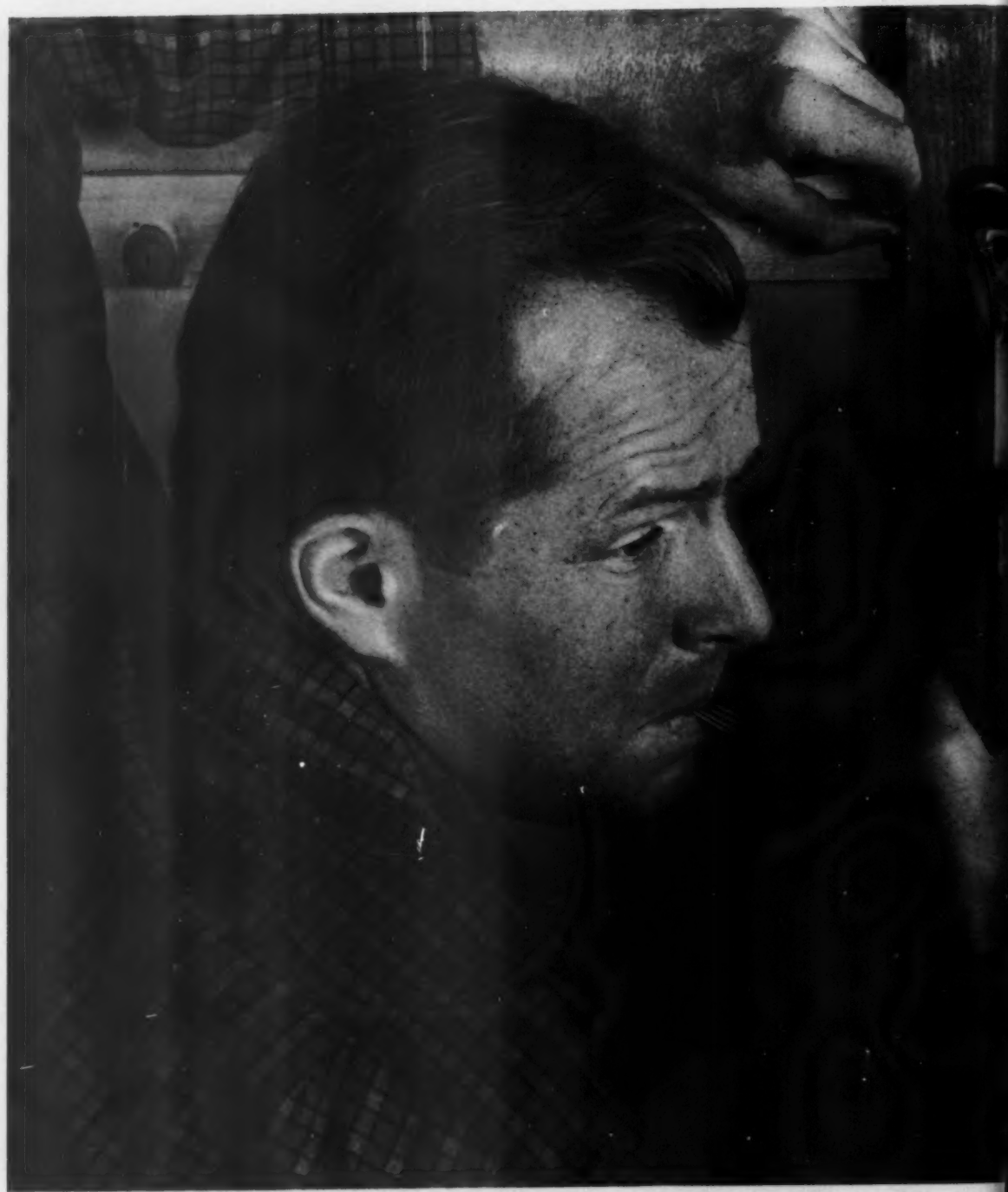
*Western New York's  
Greatest Newspaper*

**ROP COLOR 7 DAYS**

*Representatives: Scolaro, Meeker & Scott*

*Pacific Coast: Doyle & Hawley*





**THEY KNOW AMERICANHO**





# A HOME IS NEW—DO YOU ?

Flipped through American Home lately? You'll flip. It's a new world of color, of bold and imaginative photography. It's a richer and more rewarding magazine, delivering each month a new depth of information—new food ideas that twelve million people are eating up—decorating and remodeling ideas that they're putting up, nailing up. No magazine devotes a greater share of its pages to home-service—offers so many doable, usable ideas. Look into the new American Home—redesigned as the home-service magazine of the sixties.

A CURTIS MAGAZINE READ BY 3,600,000 FAMILIES WITH A CONSUMING INTEREST IN THE HOME

will  
**NOT** raise its  
announced  
advertising  
rates

before the  
issue of

→  
at the  
earliest.

Our top-quality  
circulation will  
continue to be  
competitive.

- ▶ Greatest editorial content.
- ▶ Greatest ad response.
- ▶ Lowest cost per thousand.

(Continued from page 24)

growing trend among those who are spending national advertising dollars than is now the case.

In television, particularly, the national advertiser is going to demand that his advertising message be placed in a posture of greater prominence and not surrounded, at the break, with three, four, or five others that detract from the impact he is undertaking to create upon the consumer.

At the same time, I think it is possible that there will be greater demand in the future for longer periods of time to be occupied by spot announcements in order that the advertiser can take more time to persuade the consumer about the merits of his product or service.—LAWRENCE WEBB, managing director, Station Representatives Association, before the Oregon-Washington State Broadcasters, Seattle.

#### CONCENTRATION IN MARKETS

The narrowing profit margin will increase the concentration of advertising in markets which promise greatest productivity.

Those who fail to heed this may also fail to survive the decade. Since survival is sometimes our most important product, the point is worth attention. This concentration will have a marked effect on national advertising. National advertising as we once regarded it is becoming a luxury fewer and fewer of us can afford. For example, for 30 years national advertising helped build the image of Coca-Cola which exists today. It didn't do the job alone—far from it. Supplementing that national advertising was probably the largest local and point-of-sale effort in comparable marketing history. Coke blanketed the country.

This can be a practical approach to advertising a product which dominates every market in which it is sold. But how many products today dominate the entire national market? I can't think of many. Certainly not enough on which to base sound theories of advertising. There are areas of relative dominance. There are degrees of market penetration. And those degrees of penetration will increasingly affect advertising allocations under the coming slide-rule precision essential to profitable returns.

National advertising is going to be heavily supplemented or supplanted by a combination of local and regional area concentrations—the concentrations that produce profits. It will become a mixture of media which lowers the cost per unit of sale. Steps in recognizing this trend have been taken by major national media. You can hook into a major network show just about anywhere. The magazines are splitting up their runs on a sectional basis. You can now be in *Look* in any of seven regions and *Life* in any combination of 11. *Life* has already sold about \$10 million worth of sectional advertising. *Look* got 70 of 77 new advertisers in 1959's four sectional issues solely on this appeal.—FELIX W. COSTE, president, Outdoor Advertising, Inc., before Ad-craft Club, Detroit.

#### EMPHASIS UPON RATINGS

The broadcast rating appeals to most of us because we have educated and trained ourselves to over-simplification. We like alphabetical abbreviations. We like the business index, everything that gives us fast, in an abstract way, some quick information. We want pills and capsules to correct all our ills.

Obviously, every station, network, artist, advertiser, and agency wants to be *the best*. But size, as determined by a rating, is not necessarily *the best*.

In striving for the highest broadcast rating with the biggest audience, the logical conclusion is to *imitate* the programs that have the highest rating. But, imitation can only perpetuate "more of the same," and "more of the same" can only result in mediocrity.

That's the problem in using the highest rating as the criterion to measure broadcasting. . . .

In the paid entertainment field (which we have been measuring daily for years), the creator with an original idea always has the opportunity for financial pay-off when he can stimulate public acceptance for something *new* which he has created.

The continued use of the present broadcast rating concept—with its emphasis on *size of audience* rather than *quality of audience*—can only stifle new ideas and creative talent in broadcasting.—ALBERT E. SINDLINGER, president, Sindlinger & Co., Inc.; before RTES, New York.

# by the carload



Charlotte, biggest market in the Carolinas, is one of the Southeast's leading distribution points. Doing business by carload lots, Charlotte rings up wholesale sales of better than a billion dollars a year — more than any metropolitan area between Washington and Atlanta.

Of boxcar proportions, too, is the circulation of The Charlotte Observer-The Charlotte News.

Saturation coverage of Charlotte itself is just the first step in the job it does for advertisers. In toto, the Zone of Influence\* of The Charlotte Observer-The Charlotte News, a single media buy, represents a market *seven times* the size of Metropolitan Charlotte: a cohesive 39-county

empire, with population nearly two million and annual retail sales in excess of a billion and a half dollars.\*\*

Just as Charlotte is the biggest market in the Carolinas, so The Charlotte Observer-The Charlotte News is the biggest newspaper buy in the Carolinas — and then some!

There are, in fact, only 43 cities in the entire U. S. where you can buy more circulation.

\* Contiguous counties where Observer-News circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.

\*\*1959 Sales Management Survey of Buying Power.

**THE CHARLOTTE OBSERVER**

**THE CHARLOTTE NEWS**

A  
TOP TEN  
BRANDS  
MARKET

Charlotte, N. C. • Daily Circulation over 222,000

Represented by  
The Katz Agency, Inc.  
Newspaper Division



## Men of the Month in Media

### Media Planners Head Sees Dual Role

The New York Advertising Media Planners will enter its second year this coming January. On the whole, William E. Matthews, its newly elected president, is satisfied with the group's progress. The organization has grown from 18 members to 103 at last count; 51 agencies are represented; the meetings, which have been well-attended, have grappled with a number of serious issues. All in all, says Mr. Matthews, the scholarly Texan who heads Young & Rubicam's media department, "I have a notion we are serving a purpose."

Now that the organization has had time to shake down a bit, Mr. Matthews sees that purpose as twofold. First is the formal discussion of problems, either a basic planning idea (e.g., the relation of media selection to marketing) or a particular problem or function (e.g., how much coverage is needed to sell a product). "We are," says Mr. Matthews, "essentially a serious discussion group approaching the body of knowledge and practice of media planning and analysis for the improvement of the profession—the thinking and work of people in media buying."

The second function the group serves is that of informal sounding board, where members can exchange views on common problems and thereby hone their own knowledge to a finer edge. "We get a lot of people from smaller agencies who come to

meetings just to expose themselves to discussion they can't get in their own shops, the kind of batting back and forth that men in the large agencies get as a matter of course every day."

The importance of this function is evidenced by the fact that some two-thirds of the group's members are from agencies other than the 10 largest. Mr. Matthews and his colleagues are naturally anxious to bring the membership into somewhat better balance between large and small agencies, but more than that they are anxious to increase the size of the membership, because they sincerely believe the organization has something to contribute to New York's agency media executives. Since most of the group's speakers are its own members, the more members, the more contributors to choose from. Immediate goal: 150 members.

### Burnett Draws Heavy Fire For Criticism of Magazines

There is much to be said for starting the working day early, but it is probable that Leo Burnett, chairman of the advertising agency which bears his name, wishes that he had stayed in bed one morning a few weeks ago. On that day he rose at 6 A.M. to compose a short address to be delivered at lunch before a meeting of the Magazine Publishers' Association in New York.

The meeting was ostensibly to give the U.S. Treasury a chance to thank the magazine industry for its support of the Savings Bond program. Mr. Burnett's agency is the volunteer agency that prepares the advertising for the campaign, and it was thought that his remarks would concern themselves, as he put it, with "wrapping the flag around ourselves and thinking noble thoughts." Instead, Mr. Burnett subjected his captive audience to a strong lecture on the shortcomings of magazines. He called magazines "blind to their mission in life," which he defined as provoking thought, advancing culture, and improving taste. He charged, among other things, that magazines engage in destructive selling, over-emphasize



Burnett's Leo Burnett. He'd like to put the subject to bed without further comment.

quantitative values, and let the business department overshadow the editorial office.

Reaction to Mr. Burnett's talk was speedy:

- A reply from the Magazine Publishers' Association regretting "the sweeping indictment of a whole and diverse industry."

- An open letter from Time, Inc. chief Henry R. Luce, defending the informational job being done by magazines.

- A full-page advertisement in several daily newspapers by *Business Week*, which passionately rejects Mr. Burnett's allegation of business office control of editorial.

- A spate of other favorable and unfavorable comments, including, says Mr. Burnett, some 150 wires and letters to him, mostly favorable.

All in all, Mr. Burnett never bargained for an uproar of these proportions, which, he claims, has upset his working schedule. In answer to this magazine's request for amplification of certain of his views, he replied:

"I would like to cooperate with you, but my remarks to the magazine publishers were intended as friendly constructive criticism in what was presumed to be a closed meeting. Both the content and the spirit of my comments have been misinterpreted by earlier published reports and the whole subject has received more publicity than its news value warranted. I think the best interests of everyone would be served if the subject were put to bed without further comment."



Media Planners' Matthews: discussion is formal or informal, but always serious.



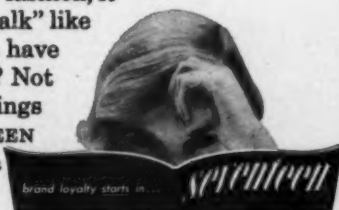
# "GIRL TALK" FOR AD MEN



I love *seventeen*...  
that's why Seventeen's advertisers love me!

What makes SEVENTEEN so dear to the teen-age girl's heart? The very same quality that endears her to SEVENTEEN's advertisers. *Devotion*. For SEVENTEEN is devoted to the teen-age girl *exclusively*. From cover to cover, it talks with her alone. In girl-to-girl fashion, it answers *her* questions, discusses *her* problems, expresses *her* ideas. "Girl talk" like this creates amazing buying action. 65.2% of SEVENTEEN's 4,800,000 readers have actually bought merchandise from its pages.\* What *kinds* of merchandise? Not just cosmetics and clothes, but everything from silverware and diamond rings to furniture and food. No wonder advertisers place more lineage in SEVENTEEN than in any other monthly magazine for women!

\*Gilbert Youth Research



it's easier to **START** a habit than to **STOP** one! SEVENTEEN MAGAZINE • 488 Madison Avenue, New York 22 • Plaza 9-8100

**DOUBLE EXPOSURE FOR YOUR ADVERTISING:** SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

Media/scope, January 1960



ERWIN WASEY, RUTHRAUFF & RYAN, INC.

*Advertising*

S. F. W.

711 THIRD AVENUE, NEW YORK 17, NEW YORK, OXFORD 7-4500

JUN 26 '59

June 25, 1959

LF	DV
TWW	DH
RF	SD
RC	AF
WD	MF
JVC	MM
PFC	LMC
	DO
	JP
RHS	CY
DHW	JCR

Mr. Robert B. Rose  
Sawyer, Ferguson, Walker Company  
300 Park Avenue  
New York 22, New York

Dear Bob:

In reference to your letter regarding our Ayds campaign in the Tacoma News Tribune, let me simply say that Ayds average sales per week for the 12 week period from March 9th to June 1st showed an increase of 345% over the average sales for the period February 9th to March 9th preceding our advertising in the News Tribune. Perhaps an even more encouraging result of the campaign was that Ayds share of the market increased some 18.6% for the period February 9th to March 9th, to 37.7% for the period April 20th to June 1st. By doubling our share we have set a fine foundation for a continued increase in business in the Tacoma area.

I hope that this information will be of assistance to you.

Regards,

*al*

Albert Tilt  
mts

CHICAGO • CINCINNATI • DALLAS • HOUSTON • LOS ANGELES • NEW YORK • PHILADELPHIA • PITTSBURGH • ST. PAUL • SAN FRANCISCO • WASHINGTON, D. C.  
LONDON • RIO DE JANEIRO • SAO PAULO • STOCKHOLM • TORONTO

## Media/forum

### QUESTION:

**Do you believe that lack of comparative expenditure data for radio has any effect on advertiser use of that medium?**

MEL HARBINGER, research analyst, Charles W. Hoyt Co., Inc., N. Y.—Scarcity of radio expenditure data does not have a direct effect on use of radio vis-a-vis competing media. Expenditure data for other media would put similar radio data at a disadvantage, showing that the "top 100" advertisers spend much more in TV or newspapers than in radio. This is because the bulk of radio revenue comes from thousands of local advertisers rather than from a few giant sponsors. Radio, however, suffers indirectly because many advertisers divide media budgets on the basis of competitive activity. If Company X, for example, knew that its direct competition was spending \$1 million in radio, chances are that Company X would increase its radio allocation.

DONALD D. JOHNSTONE, research director, Lawrence C. Gumbinner Advertising Agency, Inc.—As an agency that buys considerable radio time, we are keenly interested in comparative radio expenditure records, or rather, the lack of such data. We would certainly attempt to use such information

to evaluate more effectively media programs for our clients, as we do with available data on other media. However, we do not believe any competent

advertising agency would hesitate to use or recommend radio as a medium, simply because comparative expenditures are not available. After all, agency judgment and experience, together with other evaluation measures, are fundamental to media selection. But such radio data would be a valuable tool in our media planning,

and might conceivably contribute toward an increased use of this medium.

VINCENT MACHI, associate director of research, J. M. Mathes, Inc.—The paucity of competitive data on radio expenditures has had little effect on experienced advertisers' use of radio. Media selection decisions are largely dependent on factors of prior importance, such as story, audience, merchandising tie-ins, budget. Advertisers' decisions to use or not to use a medium seldom are influenced by competitive expenditures in that medium. But, when they are, the influence typically can be attributed to information much cruder than that provided by analyses of competitive media expenditures—e.g., "My dealers are screaming that the competition has a strong radio campaign."

WILLIAM FEINGOLD, media research assistant, Foote, Cone & Belding.—This lack probably affects an advertiser's use of the medium to some degree. However, in media determination, other factors are usually considered more important. First and foremost, what are the objectives of the advertising campaign? What market and who within this market is to be reached? What is the budget allowed for the area? What time periods are available? Naturally, information concerning radio stations in the area is also extremely important and helpful. Data concerning coverage, programing, and other characteristics of stations would tend to influence a decision.



### USEFUL FACTS ABOUT

## PLAYBOY

the magazine with proven impact in the top-quality young male market

### EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

### CIRCULATION—940,767 ABC 6/30/59

Editorial vitality is reflected by the largest newsstand sale of any 50c-or-over magazine, 6 mos. aver. 768,017. In addition, Playboy has 172,750 regular subscribers. Total monthly circ. 940,767 ABC. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

### CIRCULATION QUALITY

Playboy is now one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

#### AGE

28.6 is the median age of Playboy's male readers. 67.3% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-24 bracket.

#### INCOME

\$7,630 is the median income of the Playboy household. Highest figure reported by Starch for any men's book.

#### MARITAL STATUS

24.6% of the heads of Playboy households have been married within the past five years, by far the highest percentage of newlyweds reported for any magazine.

#### URBANITY

72.2% of all Playboy households are located in the 168 major metropolitan areas. Highest figure reported by The New Yorker and newspaper supplements.

#### APPAREL

29.9% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

#### PHOTOGRAPHY

65.5% of all Playboy male readers took still pictures in the past 12 months. 46.1% used flash bulbs. 26.5% have an exposure meter. Each of these figures is higher than that reported for any other men's magazine in Starch Report.

#### TRAVEL

24.6% of Playboy households spent over \$300 on business travel during past 12 months. 37.1% spent over \$300 on vacation travel.

#### AUTOMOBILES

56.6% of all Playboy households bought an automobile during the past 12 months. 6.1% of Playboy households own three or more automobiles. These figures are highest reported by Starch for any magazine.

#### TOBACCO

77.8% of all Playboy male readers smoke cigarettes. There are 91 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

#### LIQUOR

85.3% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. Playboy also 1st on beer—79.5% and whiskey—76.6%.

#### INSURANCE

24.4% of Playboy households purchased life insurance during the past 12 months. In this characteristic of responsible stability, Starch ranks Playboy 2nd only to Parents.

#### HOUSEWARES

A larger percentage of Playboy families bought new automatic washing machines, electric coffee makers, fans, steam irons, toasters and television sets during the past 12 months than those receiving any other magazine. More proof that the Playboy reader is at his peak period of purchasing.

### RESPONSIVENESS

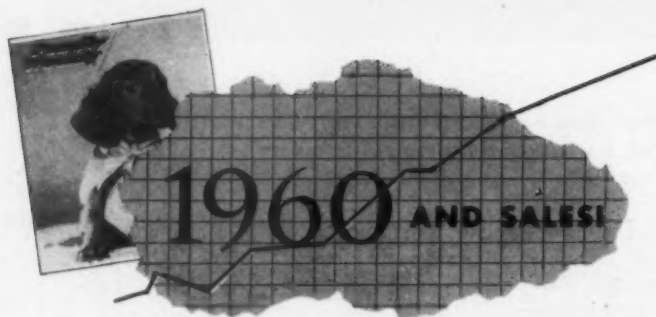
Catalina sportswear reports that the inquiries received from their first full-color spread in Playboy were "... the largest single amount of inquiries produced by any magazine we have ever used. Our hat's off to Playboy. We expected inquiries but none in that great amount!"

The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/4 page ads in Playboy have produced 10,500 inquiries—25% more returns than their second ranking magazine produced in nine months.

The Diners Club, world-wide credit organization who use Playboy in promotion of travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

## PLAYBOY

232 E. Ohio/Chicago/MI 2-1090  
720 Fifth Avenue/New York/Ct 5-2620



You have undoubtedly sensed the same impending sales opportunities that we do.

#### ARE YOU READY TO TAKE OFF?

The dramatic count-down has started for the launching in 1960 of the most explosive growth era in the history of American business. Machine tool orders are the largest since March 1957. Piggyback railroad freight is up 51.6% over 1958. American industry expects to step up capital spending during the first quarter of 1960 to a seasonally adjusted annual rate of \$34.4 billion. Assets of U.S. life insurance companies increased \$4.4 billion during the first nine months of 1959. All over America, throngs of customers jammed stores buying holiday gifts during December, and a recent survey on the retail sales outlook for the Spring of 1960 shows overwhelmingly that a gain of 6.5% is expected.

These are all basic signs of the economic times. It seems certain that the 1958 recession and the steel strike have created a pent-up demand for automobiles and appliances, homes and furnishings, convenience foods, vacation travel, boats and motors, power tools and an infinite variety of other goods as new or replacement purchases. You'll have more people to sell . . . and they'll have more money to spend for what you sell.

#### MEDIA PLANNING TO REACH EVERY MARKET SEGMENT

Marketing experts and merchandisers are stepping up the range and pace of their programs to win a bigger share of the 1960 market. Competition will come from new products, new packaging, aggressive merchandising and expanded sales forces.

And it will all be powered by advertising. The key will be bringing added sales pressure to bear where

new sales and higher profits can be made. FAMILY WEEKLY can make a vital contribution to the success of that purpose.

#### CONCENTRATED CIRCULATION IN EXCLUSIVE, NON-DUPLICATED MARKETS

Advertising and selling efforts for your vitally important plus business will be most productive where the major population growth is taking place. Successful sales programs on a national scale will take into account the shifting of plants, payrolls, population and purchasing power to the newly important "middle markets."

The 4,814,512 circulation of FAMILY WEEKLY has been carefully built to offer national advertisers coverage-in-depth of those markets through 188 influential newspapers. It is significant that the circulation of FAMILY WEEKLY newspapers has increased year after year faster than the average of all U.S. Sunday newspapers. They have added readers while out-of-town newspapers from bigger metropolitan cities have lost circulation in these markets. They have successfully grown in size and influence concurrently with the expansion of population and retail sales in their markets.

#### FASTEST GROWING SUPPLEMENT . . . IN AMERICA'S FASTEST GROWING MARKETS

The circulation gains of our subscriber newspapers have been a factor in the six-year growth of FAMILY WEEKLY. The 188 markets delivered by FAMILY WEEKLY account for 15% of all U.S. retail sales, a unique consumer sales potential that cannot be successfully reached in equal depth by other media.

Yes, if 1960 is to be the year it can be for your products, here is the fertile soil where rich and profitable sales results can be cultivated. And, as the FAMILY WEEKLY markets continue to expand during 1960 and the years to come, the seeds of consumer acceptance you plant there now will yield continuing sales and profits.

## Family Weekly

Leonard S. Davidow, Publisher  
Patrick E. O'Rourke, Advertising Director  
153 North Michigan Avenue, Chicago 1

NEW YORK 22: 405 Park Avenue  
DETROIT 2: 3-223 General Motors Bldg.  
CLEVELAND 13: 604 Hanna Bldg.  
ATLANTA 3: Cogill, Pinnie & Brown, 1722 Rhodes Haverly Bldg.  
LOS ANGELES 4: 3670 Wilshire Blvd.  
SAN FRANCISCO 5: Lee T. Weston, 235 Montgomery Street



## REGGIE SCHUEBEL: TIME-BUYER FOR THE DEMOCRATS



*"You don't buy the best time . . . you buy the best that's available . . . and at the best price you can get."*

Interview with Reggie Schuebel,  
*Vice President in Charge of Network Relations*  
*Guild, Bascom & Bonfigli*

*This tough-minded broadcast veteran, a dollar-stretcher without peer, has based a career on getting her clients the most value for their money—by negotiation, by innovation, or by sheer persistence.*

IT IS A DISTINCT NOVELTY for a media-buying executive to play a key role in bringing a multi-million dollar account into an agency, but then, the account that recently retained San Francisco's Guild, Bascom & Bonfigli for its advertising is itself unusual in a number of respects. The executive: Miss Regina Schuebel, GB&B's vice-president in charge of network relations, known for years to everyone in the broadcast business as Reggie; the account: the Democratic National Committee; the assignment: to help put a Democratic President into the White House a year from now.

The facts are simple enough. Miss Schuebel bought time for Adlai Stevenson's 1956 campaign when she was with Norman, Craig & Kummel, which had the account at that time. She so impressed the Democratic campaign managers that when Paul Butler, national committee chairman, started his search for an agency last July, Guild, Bascom & Bonfigli naturally came up for consideration. The attraction survived three months of interviews with

other agencies, and GB&B was appointed recently.

Right now, Miss Schuebel, a born and bred New Yorker and an ardent Democrat, is battenning down the hatches in preparation for the storm. Her files in her New York office are beginning to bulge with clippings, letters, notes, and preliminary buying plans.

### **Special Job, Special Person**

Actually, the agony won't start until after the convention, when Miss Schuebel moves into two months of the most intense effort in the advertising business. Her job will be to buy time with a budget estimated at from \$3 million to \$6 million (no one really knows from week to week what the budget will be, since political contributions come in at an uncertain rate and in unexpected quantity). Her objective: maximum exposure and maximum frequency for the candidate and his platform, from the middle of September to Election Day.

This is admittedly a very special assignment, which needs a very special kind of person. Paul Butler may not be an advertising man, but apparently he's an excellent judge of people. Miss Schuebel's talents are obviously tailor-made for the job. From speaking with her, it is easy to see that she is not much of a team operator; but reputedly she is a tremendously hard worker with complete control of her nerves in time of crisis. She knows nearly everyone in the broadcasting business, and stands in awe



of no one. She has been involved in big-time broadcasting for so long that problems no longer seem difficult—just time-consuming.

**Probably of more use to the Democrats than any of these attributes is Miss Schuebel's confessed talent for wringing the last ounce of value out of a media dollar.** A case in point is the famous five-minute rate she pried from the networks in 1956. "Our copy strategy required five-minute segments," she explains. "Our media strategy required prime evening time. But where are you going to get five minutes on a network at night? From someone else's show, obviously.

### **Legal Argument**

"I figured that since the FCC rules forced broadcasters to charge political advertisers the same rates as regular advertisers, one-sixth of the half-hour rate for five minutes was the highest legal rate, and I made this reasoning stick." Since this price was far below what the networks normally would be inclined to charge for five minutes of prime time, Miss Schuebel was able to effect substantial savings for her client. In Miss Schuebel's universe, this kind of deal constitutes the real creativity of media buying.

**Buying time for a political campaign is not really very different from buying for a product, in Miss Schuebel's opinion,** although she does not care for the analogy. To pursue it for a moment, the candidate is a no-cost product whose market is the total population more than 21 years old. Distribution is, of course, national.

### **Started With Biow**

Miss Schuebel started in the advertising business at a time when the amount of money advertisers were investing in national broadcasting—both spot and network—during a year would not pay for three weeks of network television today. She entered advertising around 1930 (exactly when, she won't say) as a secretary in the Biow Company, first for copy man Kenneth Goode, then for Milton Biow himself. "I was a lousy secretary, and I knew it," she recalls. "I didn't know shorthand, and I couldn't fool Biow, who had the habit of speaking quickly. Fortunately, I had a good memory."

Her memory in respect to one event from the past evokes some dispute, however. She claims, for example, to have invented the celebrated Bulova time signals, generally credited with establishing the Bulova Watch Company as a major national marketer of timepieces. "I didn't want to be a secretary," she explains, "so I decided to get to know something better than anyone else, and I picked radio, which no one at that time knew anything about. I got to know some of our accounts, among them Bulova. I thought Bulova was a natural for telling time on radio." Others connected with the Bulova account at the time remember the circumstances differently. John H. Ballard, until recently president of Bulova, and now associated with the Gruen Watch Company, claims that he thought

of the idea well before Miss Schuebel joined the account. "Reggie's a smart girl, and she did a good job on the account," he says, "but I was the one who went to WJR in Detroit, and other stations like it, and talked them into carrying the time signal spots. In those days, who ever heard of spot advertising?"

Miss Schuebel stayed with Biow until 1942, when she joined the Duane Jones Company as radio director. In 1951, about six months before the agency collapsed in a blaze of publicity surrounding a celebrated law suit, Miss Schuebel left the Jones shop to form her own company with John Wyatt of Grey Advertising. Wyatt & Schuebel (it became Reggie Schuebel, Inc., in 1954, when Mr. Wyatt withdrew) acted, as Miss Schuebel describes it, "as a radio-TV department for agencies not in New York. Very often a client which was part industrial, part consumer, assigned the out-of-town agency the industrial part, because such agencies couldn't service the broadcast side."

Miss Schuebel closed her business in 1956 and went to work for Norman, Craig, & Kummel, primarily as time-buyer on the Democratic account. But she had enough time left over before things got really busy in Washington to exercise her particular talent for getting the most from stations on behalf of other Norman, Craig accounts. "We had a new product competing with Toni, an entrenched hair preparation," she recalls. "It had a limited budget, and it wasn't quite national. The problem was how to expose it. We thought late movies were a good bet, but at that time, stations were rotating announcements throughout the film, which meant that some of your spots were aired around 1 A.M. I wanted to buy the first half-hour only, when I would have an audience. I figured what the rate ought to be, considering the value of the time, and how much the station could get for the balance of the film. I made the offer attractive and the stations accepted it. There is a way to do things which is a little bit better."

### **Time-buying Intricate**

Miss Schuebel is not overly impressed with the current state of time-buying, which she believes to be unnecessarily intricate. She believes, for example, that too much research gets outdated too quickly to be of much use. "It's all very well to do research which says 'such and such is the best buy for your product,' but I've got to buy the best that is available, not what ratings tell me is best, particularly if it isn't available. If I can't make it good by programming it right, then I had better get out." In short, Miss Schuebel believes that time-buying, like politics, is the art of the possible.

On the whole, Miss Schuebel is inclined to place unserved trust only in herself.

"When I started in this business, I thought it necessary to know everyone in it. I started making a tour of the country, to get to know station men as persons rather than as voices. I met them, and I bought the time, and that made all the difference."

# AUTOMATION

## And the Media-buying Function

*What's new in media processing data  
for media planning and selection;  
how media-buying techniques may change;  
how agency media personnel will be affected.*

By A. J. Cusick, Jr.

MERE MENTION of the word *automation* can send a chill down the backs of both buyers and sellers of advertising media. Each wonders if the combination of formulas and machines will eventually dictate the placement of more than \$10 billion worth of advertising space and time.

The answer to this question is an emphatic NO! As the scope and importance of advertising continue to grow, such qualities as judgment, creativity, analytical ability, and plain horse sense will be in ever greater demand. These intangibles are really all an advertising man has to sell and, in fact, the opportunity to demonstrate such talents represents a major form of compensation for most people in the field.

In spite of all jokes to the contrary, there never has been and never will be a machine that can think! Once this fact is generally understood, automation can be

viewed in its proper perspective as a valuable *new tool* serving the media buying function.

Before discussing specific applications of machines within the advertising and media departments, it may be well to review briefly some basic facts surrounding the origin and growth of automation generally.

**Essentially, automation is nothing more than the transfer of routine repetitive tasks from manual to mechanical procedures.** Under this definition it is clear that in one form or another automation has been with us for many years.

However, it was the pressures of World War II which accelerated the development of new, much faster and more efficient electronic data-processing equipment. The non-military postwar applications which have been found for the electronic computer and related machinery represent the core of a dynamic new industry.

In 1950 only a handful of these machines were in commercial use. Today, well over 1,200 are producing a wide range of information for various concerns. IBM card sales provide still another indication of rapid growth. In 1954, card sales by this company were approximately \$45 million. Today they are reaching towards the \$100-million mark, in spite of greatly increased competition from other manufacturers.

Probably one of the widest applications for automation has been found in the accounting departments of all types of companies. It was in this area that automation found its way into the advertising agency field.

Soon after the war a few of the giant advertising agencies installed electronic data processing equip-



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ment to handle their monumental billing and paying operations. Today installations of varying sizes may be found in possibly 30 or 40 of the larger companies.

Undoubtedly, there would be many more if it were not for the high rental costs. In fact, it was the cost factor that prompted even the largest agencies to seek additional applications for existing equipment.

In the past five years, serious attempts have been made to introduce punch-card accounting methods at the source of advertising agency transactions. Now original cards used to prepare media estimates and schedules are re-used in preparation of many documents required for operation of media, forwarding, production, accounting, and research departments. Examples of such documents are contracts, insertion orders, electrotypers' shipping lists, invoices for clients, checks for media, sales registers, and billing and cost analysis statements.

All of this brings us down to the specific applications of these machines within the media buying function. These applications may be divided into two general areas:

1. Routine clerical tasks (which now absorb a major portion of media and accounting department budgets).
2. Tailor-made tabulations for market sales and media analysis.

### **Routine Tasks**

I have already mentioned the various media, accounting, and production department reports that are the end product of major machine installations. I do not have the space in which to describe detailed procedures for preparation of each report. However, it will suffice to say that most, if not all, are mere summaries of data originally developed for estimates, insertions orders, and contracts.

Since the latter three have traditionally been the responsibility of the media department, and also since they are the basis for most other reports and documents, let us briefly review the steps involved in their preparation through automation:

1. The media buyer informs the tabulating department about the account scheduled for a newspaper estimate. Tabulating then produces a "flat pack" or printed list containing the name, earned rate, and circulation of all newspapers used by the account to date.
2. The media buyer checks off or adds the newspapers to be used for the estimate. He indicates the schedule to run in each (e.g., total number of lines, advertisement sizes, insertion dates, etc.). These are verified by a schedule clerk or estimator before the "flat pack" is returned to the tabulating department.
3. Tabulating then pulls the punch cards for the newspapers designated, making out new cards for each schedule, and rate changes where necessary. The machines then go to work extending costs (lines, times, rates, etc.), and producing the final estimate for client approval.
4. When the newspaper schedule has been approved, insertion orders and contracts are mechanically prepared.

The same punched cards are used. If special instructions are needed—position, special days, etc.—they are either incorporated in a new card, mimeographed on a separate sheet, or individually typed on the order. This all depends on the number of variations.

5. After the advertisements have been run and the tear-sheets have been received by the checking department, information about necessary adjustments in costs and sizes is forwarded to the tabulating department. Tabulating then makes revisions in the detail-card "deck" and proceeds to print checks for the newspaper and billing records for the client.

This is a simplified description of what happens. There are still some difficult problems to be solved. For instance, newspaper sliding scale and frequency discounts are still developed by hand. Because color costs vary, these must be individually calculated and typed on the original estimate or punched into detail cards. Also, contract years vary from client to client. This requires a number of rate "decks" for each tabulating operation.

**Basically, agency automation has eliminated duplication in typing and checking of data on newspaper estimates, insertion orders, and billing and paying records.** Also, by handling most of the arithmetic on machines, accuracy levels have been raised, while the finished product is produced in a fraction of the time previously needed for manual operation.

The above covers the purchase of newspaper space, since this is the only area as yet fully automated. A number of publications listed on trade and consumer magazine estimates do not warrant the use of machines. Also, highly flexible and involved rate cards plus rapidly changing conditions in availabilities and programing have placed real obstacles in the path of broadcast automation. With the exception of the bill-pay operations, most of the paper work leading to the purchase of magazine space and broadcast time is still done by hand.

### **Tailor-made Tabulations**

In addition to the strictly clerical operation described above, machines are also destined to play a greater part in preliminary media planning and in follow-through reports on the ratio of advertising to sales.

Traditionally, the latter two represent the allocation of advertising cost and coverage to specific client areas. While such reports are not new, there are at least two factors that will increase the demand for such tabulations in the near future:

- The trend toward the concept of "media markets" versus strictly geographical market patterns.
- The need to establish realistic ratios of advertising costs to sales results.

**More and more advertisers are coming to the conclusion that the markets for their products are no larger than the coverage provided through the various media available to reach these markets.**



As this concept develops, so does the need for correlation of various marketing factors with media coverage at the same level. Machines will facilitate the preliminary analysis on the dimensions of one medium's "market" versus that of another.

Agencies have always had to justify their expenditures on behalf of clients. However, as advertisers become more and more sophisticated in their marketing operations, the agency will be under greater pressure to demonstrate the efficiency of its service.

One method of doing this is to trace total advertising impressions and the cost of each to specific client sales areas. If handled on a systematic and meaningful basis, these data can then be correlated with client data on actual sales results obtained.

For example, in the automotive field some advertisers supply each dealer with monthly reports on the number of advertising impressions scheduled for his immediate area. Aside from their obvious sales promotion value within the manufacturer's dealer organization, the monthly reports make possible home office comparisons of advertising support to sales results—by dealer. Thus, trouble areas and inefficient programs are immediately highlighted for corrective action.

Currently, even the most elaborate operations in this area have serious weaknesses. Very often, media data cannot be realistically compared with client data because of inconsistencies in the type and currency of media data available in card form. This fact coupled with the present need to draw from several sources for data in punched card form—and the cost involved—has deterred frequent use of such tabulations by all but the largest national advertisers.

Finally, it should be noted that many such tabulations tend to disrupt the normal work flow of agency machine bill-pay operations. As a result, many of these reports are developed through the facilities of outside tabulating services.

### **Where Do We Go From Here?**

Certain breakthroughs are anticipated which may tend to accelerate the growth of automation in advertising.

The use of large-scale transistorized electronic computers by a number of broadcast rating organizations has

already upgraded the quality of service provided. Further improvements are immediately ahead.

As publishers realize the advantages of electronic data processing in circulation and sales activities, more coverage and lineage information will be available on punched cards.

Several industry-wide programs designed to promote simplification and clarification of media rate cards are already underway. These efforts will have an effect on machine data processing methods and services.

### **New SRDS Service**

In recognition of changing needs on the part of both agencies and advertisers, Standard Rate & Data Service is currently laying the foundation for a new service in automation. Present plans call for operating in three areas:

1. Syndication of media rate and coverage "decks"—groups of basic information on cards—with the cost to be shared by large agencies needing these fundamental data for their own installations.
2. Establishment of a central clearing house for print and some broadcast tabulations.
3. Provision of media estimates and similar services on a machine-hour cost basis, mostly for agencies who would not maintain their own processing installations.

Once the third area becomes an accomplished fact, a major impediment to the spread of automation will have been eliminated. All agencies, regardless of size, will be able to reap the benefits of machine procedures without tying themselves down to possibly prohibitive long-term commitments in machine rentals.

Judging by these and other developments in the offing, it would appear that automation in advertising is here to stay. In all probability, it will become an increasingly important tool for both the buyer and the seller of advertising media. Once free of routine checking, data gathering and posting of rate and data information, each will be able to devote full time to the much more enjoyable and creative areas within the media-buying function. ■

### **PROGRESS THUS FAR**

A bird's-eye view of the progress and direction of automation within the advertising field may be summarized as follows:

1. Billing and paying operations have occupied most machine time to date.
2. The cost of installations needed to handle this function prompted a few agencies to expand machine applications to other departments (notably media department

preparation of newspaper estimates, insertion orders and contracts).

3. Beyond the routine clerical area, machines are used to develop media allocation reports used in preliminary planning and analysis of media costs versus product sales.
4. Two factors impeding the growth of automation in advertising are the cost of the necessary equipment and the availability of useful media data on punched cards.



# HOW VALID ARE MEDIA MEASURES?

*Six standards  
are suggested  
to provide  
buyers of media  
with meaningful  
research.*

By Dr. Darrell B. Lucas

**R**ESearch, AT ITS BEST, is making steady advances in building our knowledge of media. For the most part we must depend on sampling surveys, and assume certain chance errors. Where field staffs are well trained, they can, by persistent effort, achieve adequate sampling success. But good samples and good field work are productive only when the survey method gets the right information from each person or home. A method is *valid* if it measures what it is supposed to measure.

Do you remember the masked-identification surveys we used to buy to check magazine advertisements? Why was their use so limited? The main reason was that even the people who ran the surveys didn't know what they measured. You cover up all of the identity marks on an advertisement and ask readers whose advertisement it is. If they answer correctly, does it mean they once saw that particular advertisement? Maybe yes and maybe no. If it is a soup advertisement, they probably will say "Campbell's," regardless of whether they ever saw it. Obviously, there is no way of determining whether a measure is valid if you don't know what it is supposed to measure. The operator of Readex, which asks people to mark up the advertisements they "read with interest" in a publication, invites others to decide what it measures. Operators who don't know what they are measuring are, at least, safe from challenges on validity. You can't be proved wrong if you don't claim anything.

The Advertising Research Foundation, like most logical research people, insists that each survey

begin by defining its objectives. What is it you are trying to measure? Some time back ARF ran into trouble in an attempt to improve the former Continuing Study of Newspaper Reading. This study, which began before ARF took it over, had no defined purpose. You cannot easily correct your course when you don't know where you are going.

One of the reasons the early magazine audience surveys ran into criticism was that they clearly stated what they were trying to measure. They wanted to estimate all of those in a designated population who had read or looked into a typical issue of a magazine. When audiences reached totals twice as great as the population of the families who bought a copy, it was natural that serious challenges would arise. Today it would appear that most of the buyers of advertising accept the validity of one or more of the available audience survey methods.

Actually, there are differences in the estimated validity of audience measuring methods already used. The late *Collier's* magazine, in 1952, used an audience measure of weekly magazines based on recall of reading yesterday and the day before. The method is like this:

Ask a sample of people what they read yesterday.

If they say they read an issue of Magazine X, ask if yesterday was the first time they read it.

The principle is that, if you survey a sample every day for a month after an issue of the *Saturday Evening Post* comes out, you may find that 40 million have read that

issue. But this figure is too large. Many people may have read the *Post* on at least two different days. If you count yesterday only, when yesterday was the first day, the number is closer to 20 million.

Now, if you wait an extra day, so that Monday reading is asked about on Wednesday instead of Tuesday, the question changes to "day before yesterday" instead of "yesterday." But Monday is still Monday, and the reading has not changed. The same would be true for each of the 30 days, and all of the "day before yesterday" reading should add up to the same as "yesterday."

When the two sets of *Collier's* audience scores for yesterday and the day before were compared, the differences on several publications were found to be too great for statistical acceptance. Did this prove that the measure was wrong for both days? Actually, it did not, just as a difference between two clocks doesn't prove both are wrong. But one or both figures had to be wrong, and this cast doubt on the validity of the method.

ARF places great emphasis upon validity, as it should. Good research can come only from valid methods. But how to determine the validity of a survey or a proposed method is not always easy. You don't always have a yesterday and the day before to compare. Usually you wind up using judgment to some degree. ARF, at one time, indicated that certain surveys had been validated. Actually, it meant that ARF had carefully examined the survey design, and that it had reached a conclusion upon the consensus of a group of top-level research men. But, in the last analysis, this was still only a compounding of judgments, and ARF was not satisfied to call this validation. Therefore, it has changed the application of this term to a more strictly scientific level. Validation is, after all, the most important single factor in all survey research.

#### Validation by Logic

Some survey methods depend upon simple logic to establish their validity. No one is likely to challenge the basic validity of Nielsen's Audimeter as a way of measuring TV or radio set operation. Some may challenge how many are looking or listening, but they are not likely to question the electronic marks on a tape designed to

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record set tuning. In the magazine field, Politz was able to show rather convincingly that magazine pages which had been glued had later been opened. The question was raised as to whether the glue spots might have been broken in post office handling. Trial mailings back and forth showed this was not so. These objective methods seem to meet the definition of validity.

May I digress to point out that the advertising situation requires more than mere mechanical evidence? Those using the Audimeter had to demonstrate that people were not too self-conscious with an Audimeter connected to their receiving set. Would people upgrade their tastes to make an impression on the little robot? The question was also raised as to whether the magazine glue spots would affect normal reading. For both of these mechanical devices it was necessary to obtain evidence that the instrument would not produce abnormal audience response. This seems to have been accomplished, but it reminds us that normal conditions of advertising exposure are essential to the validity of advertising surveys.

Logic may sometimes be carried beyond the confirmation of such obviously valid procedures as mechanical recorders. An example is the first published survey on magazine audience. No one had been willing to publish major field surveys based on claims of reading in response to direct questions. The answers contained so much apparent exaggeration that they were considered invalid. This held true even when the respondents were taken through the entire book and then given a graceful opportunity to back out. The blowoffs and many of the confused people simply stuck to their claims. Then the *Life* group applied the logic that exaggerated claims should occur in the same degree whether the magazine had yet been published or not. The results of prepublication interviews showed that, whereas 27 million might claim to read a published issue of *Life*, some 7 million would claim to have read the prepublished issue. The pre-published issues had to be flown to survey location from the presses in order to make the pretest. The net difference between two such surveys is 20 million readers, a figure *Life* reached by its third audience report. It included a slight formula adjustment, also based upon logic—not proof. But the advertising business was by then responding to *Life's* claims. Audience research had

#### APPEAL FOR MEANINGFUL RESEARCH

My appeal is for meaningful research support for advertising, based upon:

1. Clear definitions of objectives.
2. Valid methods.
3. Proper sampling.
4. Competent field operations.
5. Intelligent and exact data processing.
6. Frank and full presentation of findings.

achieved acceptance. In other words, it had established validity on the basis of logic.

Logic can go only so far as it is complete. The magazine blowoff tendencies seemed to be completely accounted for by testing advance issues. By contrast, magazine and broadcast sales measures based upon product purchases by exposed and unexposed populations have not fared so well. Most recent experience has been with television. Usually the audiences who see the shows of a sponsor will be found to possess his products more frequently than non-viewers. But it may likewise be true that viewers have higher average wealth and possession of other products in addition to better geographic access to the product and more exposure to its advertising in other media. There are many possible factors which may make viewers better buyers, so that it is not really logical to assume that the excess of product ownership among viewers is solely the result of exposure to one medium. The publishers of such correlation studies have found great resistance to the acceptance of their findings. Validity can be based on logic only when the logic is watertight.

### Validation Based on Principles

Marketing and advertising research have developed a large body of principles which relate to validity of survey methods. Authorities have pointed out scores of *don'ts* on questionnaire construction. We have to watch out for human bias or prejudice, protect the ego, and skirt around areas of ignorance. We also have to go cautiously with regard to leading or loaded questions, although any question is more or less loaded. That is why some audience techniques actually use reverse loading: people are told, "Here is an issue that you may not have read yet," and then asked, "Did you happen to read this issue?" But it takes more than these simple protections to get discriminating answers on magazine reading.

Current magazine audience interviews exhibit great ingenuity in overcoming human weakness. Frankly, the interviewer deceives the respondent by making him think the purpose is to get advice on what looks interesting. The strategy is to confront the respondent with an issue, "which you may not have read yet"; then he is taken through all of the major editorial features and asked solely about interest; next he is reminded how much similarity there is in the content of different magazines; then comes the payoff: "Just for the record, now that you have been through this issue, would you say that you definitely have looked into it before or that you have not, or aren't you sure?" And only the *sure* claims are counted.

This general approach has much to recommend it. First, of course, is the fact that it measures audience with only one set of interviews; the pre- and post-testing of the first audience studies required two field surveys. The current method expends much interviewing time simply building the ego of the respondent. By getting him clear through the issue before he makes a reading commitment, there is little occasion for him to have to back down on

commitments already made. Everything possible is done to save face.

One of the best examples of diversionary tactics for the purpose of gaining valid information was the 1955 *Better Homes & Gardens* study. It began with an audience measure in which "the respondent was led to believe that the chief purpose of the interview concerned interest in the various editorial items." Thus, reading *behavior* was measured by asking about interest. The balance of the survey was aimed at determining interest and involvement with the publication. To do this, the survey concentrated on behavior: writing in for advertised samples, looking into back issues, or clipping items from the articles and advertisements. In summary, when they wanted to measure *behavior*, they asked about *interest*; when they wanted to measure *interest*, they asked about *behavior*. These techniques will find much support in established principles of survey research. The validity is not easily proved by simple logic, but a generation of experience has evolved some basic principles which are assumed to have validity. Judgment is, after all, the chief basis of support.

Judgment may likewise cast a shadow over techniques which are not proved wrong. For example, a recent magazine survey begins with a question about magazines coming into the home, and then asks a direct question about which magazine inspires the greatest confidence in its advertised products. Actually, it had been planned to put questions about the high authority of the editorial content ahead of the advertising question. This, patently, would have loaded the advertising answers in favor of the publication with highest editorial prestige. The switching of the advertising question to first position removes the onus of competitive bias. It does not, in my personal opinion, overcome the objection that people just can't give meaningful answers to direct questions about confidence in advertisements. As one respondent said in another survey, "What do you mean? If it is a du Pont ad or a Ford ad, I don't care what magazine it is in."

Investigators using clinically styled interviews have sometimes claimed to be able to interpret the answers regardless of questioning procedure. One widely published survey asked: (1) What do you especially like about Magazine X? (2) Which of these magazines is your favorite? (3) What do you like about Magazine Y? (4) Is there anything you particularly dislike about Magazine Y? And (5) which of your magazines could you most easily do without? All of this seems to put "Y" in a tight spot, but the investigator denied that the sequence influenced the conclusions. Another user of the clinical approach tested advertisements from Magazine X in the jacket of Magazine Y, asking about belief in the advertised claims. He then tested the advertisements without any jacket and found less belief. But we do not see magazine advertisements without a magazine jacket in everyday reading. Almost any magazine jacket—at least the jacket of a magazine we read—will get higher belief claims than isolated tear sheets. Perhaps the clinical mind can assess these operations which are in such



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direct conflict with established procedures. But the burden of proving validity rests upon them.

### Validation by Experiment

A highlight in ARF's validation of research came in its 1954 radio and TV count conducted by Politz. It would seem a very simple matter to go to a door and ask people about their television and radio sets in working order. The original questionnaire draft actually occupied 12 typed legal size pages. The questions followed established research principles in every respect. Happily, too, the Office of Civil Defense was interested and provided interviewers with the proper credentials. Despite careful planning it was decided to *validate* the questionnaire by going into every tenth home to confirm the verbal answers by inspecting the sets. This enabled the interviewers to make an actual count of receivers in working order, and it proved out very well against information given orally.

More recently, the Census Bureau permitted the addition of a brief set of questions on radio ownership to one of its regular surveys. Elsewhere in the trade press it has been reported that the results are well below expected ownership levels based on manufacturers' sales records. The Bureau, ever in the van on survey technology, promptly began a quality check in the field, using a longer question series modeled after the validated form. It will not be surprising if the check reveals sets overlooked by the short form. Population experts know that people often forget to count all of their own children in census interviews. Why shouldn't they sometimes forget a little radio? Valid answers may require the deeper probing of the longer interview.

Validation of survey methods actually requires a method which is superior to the one being checked. It is very comforting when experimental checks prove the validity of survey methods already in conformity with recognized practice. The logic of this approach may also suggest that almost any method is valid if it can be proved out against a demonstrably valid procedure. If, for example, the number of radio families is the same as the number of doorbells answered by people other than men with beards, then beards become a valid indicator of percentage of radio ownership. In fact, back in the days when all men seem to have had beards, there were no radios!

The above example is not intended to be ridiculous, but merely to emphasize the possibility of cutting loose entirely from rigidly conventional approaches. This was done by the *Saturday Evening Post* when it used glue spots to prove that page spreads had been opened. Controlled conditions were set up at great expense, to discover whether people would and could tell an interviewer how many pages had been exposed on the previous day. By this means it was found that people not only had opened as many pages as they voluntarily pointed out on the succeeding day; it was also necessary to count the pages which they later recognized when confronted with the remaining pages by the interviewer; and this included all of the pages which they admitted they might possibly

have held open "even for a split second." Thus, by rejecting only those pages which the respondent insisted he could not possibly have opened even for a split second, the survey came up with scores slightly more conservative than the objective evidence developed with the glue spots.

The preceding context carefully refers to numbers of pages rather than actual pages exposed. Data soon to be published will show that out of perhaps 70 identified spreads containing advertising, there may be 60 right ones plus 10 wrong admissions of pages not actually opened. The 10 errors will be more than offset by at least 10 opened pages incorrectly rejected by the respondent in the interview. If there are such demonstrated errors on exposure to whole spreads after only 24 hours, then there is little to insure the accuracy of the widely used recognition method when applied to the noting of advertisements as small as a half-page after the lapse of a week or more following the reading of a magazine. That is not the purpose of the surveys of page exposure.

It is to be noted that the page exposure studies demonstrate the usefulness of the method without conforming to the most conservative rules of questioning and scoring. This raises a whole new concept with regard to survey practices. Those authorities who insist on following a chartered course will find it difficult to accept experimental demonstration as a substitute for assumed psychological principles. It is possible that a whole new era of advertising research may develop out of the experimental approach.

### Validity of method is, then, the most important single qualification of any scientific measurement.

We find that validation is being based mostly on three kinds of support: (1) *logic*, as when an Audimeter records set operation, or when prepublication tests are used to deflate later reading claims; (2) *established principles*, which simply means the conservative practice of abiding strictly by the rules that have accumulated through experience and which find support in psychology; and (3) *experiment* which really uses a superior instrument to establish the dependability of a more or less unproved or unconventional method.

The importance of definition should not be forgotten, for without objectives there cannot be validation. Much of the quarreling over broadcast ratings and many competitive media outbursts have been made possible only by taking data out of context. Two measures which were never designed to measure the same thing are taken out of context and made to appear contradictory. An average audience, for example, is not a total audience. Starch *noted* figures are not equivalent to program ratings. Moreover, much of the evidence introduced in our fraternal strife is neither accurate nor projectible. Almost every publicized media conflict over magazine audiences was based on competing data which were neither directly comparable nor accurate.

This whole discussion of validity is lost if definitions are to be ignored and if inferior data are to be used as a basis for decisions. My appeal is for meaningful research support for advertising. ■



Hearst



and Salvador Dali

## How Modern Can Promotion Be?

By George Benneyan

### FROM ACROSS THE MEDIA BUYER'S DESK

MEDIA/SCOPE begins in this issue a series of articles entitled "Adventures in Promotion," written by George Benneyan, lately coordinator of special projects of *Look* magazine.

Mr. Benneyan has spent a lifetime in media promotion. Successively, he had held top promotion jobs with *The New York Sun*, *The New York American*, *The New York Times*, *Newsweek*, The Bureau of Advertising of the A.N.P.A., The American Newspaper Advertising Network, *The American Weekly*, *Look*. In these positions he worked for and came in close contact with some of the most powerful and colorful figures in the publishing and advertising world. He has made notable contributions to the advancement of media promotion and has won many awards and citations for his work. Last month, after nine years at *Look*, he "retired" . . . having reached the venerable age of 65.

Mr. Benneyan's articles are human and historical documents, concerning noted persons all buyers of media know.

DALI WITH DANES. He almost got the job.



**I**F I HAD ONLY listened to William Randolph Hearst, *The New York American* would have had a campaign of full-page newspaper ads illustrated by Salvador Dali. And the campaign would have made promotion history. That's how good a promotion man Hearst was.

Promotion, to him, was not a necessary evil. It wasn't something you did because you had to. Hearst wanted it. He liked it. He considered it essential. In the legendary stream of directives and memos, which continued to the very end of his life (he died in 1951 at the age of 88), "The Chief" was always urging his editors and publishers to do more and better promotion. He was proud of his newspapers and magazines . . . and he wanted people, advertisers and consumers alike, to be told about them.

And he wasn't afraid of spending money for promotion. But the thing that endeared him most to me, and to other promotion men, I'm sure, was his freshness of mind, his insistence on blazing new trails, his willingness to try unusual approaches . . . characteristics generally associated with young men. Hearst retained these characteristics long after he was 70.

. . .

IT WAS IN 1936 that, as promotion manager of *The New York American*, I proposed a newspaper campaign based on the simple and continuing theme of "A Modern Newspaper for Modern New Yorkers." *The American* (a standard-size morning newspaper which was merged with

*The New York Evening Journal* in June 1937) was, we thought, quite a bit more sophisticated and sparkling in its features, its format, and its handling of the news, than its competitors. The ads were to run in New York evening newspapers urging people to read (and advertisers to use) *The American*.

Because of the theme, we wanted smart copy and smart layouts for the ads. And, most important, we wanted smart, modern art. The large drawings for the 10 ads were to depict smart, modern New Yorkers (readers of *The New York American*, of course) in smart, modern settings and activities.

For the first two ads we bought two striking drawings done for the campaign by Edwin Georgi, who had a wide reputation for his "modern," sophisticated art. He was the most "modern" commercial artist we could think of. And he was good. (Georgi is still a top-flight illustrator and much in demand.)

\* \* \*

YOUNG BILL HEARST, JR., then the publisher of *The New York American*, showed the proposed copy, layout and art to "Pop" . . . and the next thing I knew, "Pop" wanted to see me at the Ritz Tower where he was staying.

Mr. Hearst said he liked the idea. He said he liked the copy. But the art and the layouts, he said, weren't modern enough for a modern campaign for a modern newspaper.

"I think we should get Salvador Dali to do the illustrations," he said in his thin, high-pitched voice. (The first time you heard it, you could hardly believe that it was the voice of this big, tall hulk of a man.)

I nearly lost my teeth!

I had always prided myself on coming up with promotion ideas that my publisher bosses often considered too startling or dangerous or "radical." But this idea was too radical for me. And it came from the top boss.

Those were the early days of Dali's fame as a Surrealist. Those were the days when he showed alarm clocks inside people's stomachs and snakes coming out of people's heads. Everybody was talking about his art. A lot of people were infuriated by it and found it repulsive. A lot of people thought it wasn't art at all. A year or so earlier, he had shocked New York with his window displays for Bonwit Teller on Fifth Avenue. Many respectable citizens poked fun at them. But people went to see them.

I didn't believe newspaper ads with Dali's Surrealist art would do *The New York American* any good . . . and I screwed up enough courage to say so. Some people might like it, I said. But most people wouldn't . . . and these would transfer their dislike for Dali's eccentric and disturbing art to *The American*, whose sponsoring signature would appear in the ads.

"But this is a modern newspaper for modern people. That's what you're promoting, isn't it?" asked Hearst.

"Yes, sir."

"Then the ads should be modern in appearance and content, shouldn't they?"

"Yes, sir."

"And Dali is the most modern artist we have today, isn't he?"

"Yes, but I think his art is too advanced and too unpleasant for these promotion ads. Many people don't like to look at it . . . and it won't help persuade people to read *The American*."

Hearst mused for a moment or two and then said, "Well, I'd like to try it."

\* \* \*

IN DESPERATION, I pointed out that Dali charged \$1,000 for a painting. On this basis, the art alone for the ten ads would cost \$10,000. That was a lot of money for promotion art in 1936.

"That's all right," said Hearst. "I think the campaign is worth it."

In further desperation, I pointed out that Dali lived in Paris and made only infrequent trips to the U. S. He couldn't execute the art unless he saw the copy and layout and had the idea explained to him.

"That's all right, too. You can take the material to him in Paris. Or, if you wish, I will ask Carmel Snow [the editor of *Harper's Bazaar* who was always going off on quick trips to France] to take it when she leaves for Paris next week."

I made one more plea: I suggested that he get one or two other opinions before deciding.

He got word to Alexey Brodovitch, the highly-regarded art director of *Harper's Bazaar* and known as an avant-garde himself, to rush over to the Ritz Tower. While we waited, Hearst talked to me about promotion and how much he valued it, and what he expected of it. It was a stimulating and exciting and unforgettable experience.

When Brodovitch arrived, Hearst explained the idea and showed him the ads with Georgi's art.

"Mr. Bennayan and I are having a dispute," he said. "I think the art should be done by Salvador Dali. He doesn't. What do you think, Mr. Brodovitch?"

I held my breath. Brodovitch's answer might cost me my job. (I had been with *The American* less than six months.)

"I think, Mr. Hearst," said Brodovitch, very slowly, after studying the material, "that the American public is not ready for Dali's Surrealist art in newspaper ads."

And that, coming from a man whose opinion on art was worth a lot more than mine, persuaded Hearst to drop his idea. But he dropped it reluctantly.

Since then I have kicked myself, many, many times for opposing the idea. Think of the impact the ads would have made. Think of the publicity and conversation they would have provoked. Think of the trip to Paris I would have had. (A trip to Paris by a media promotion man was not so common in those days.)

It was a good promotion idea. It came from a good promotion man who was also the country's biggest publisher . . . and who must have had plenty of other things to think about. In promotion, as in other things, he was ahead of his time. ■



RECALL: This method resembles the coincidental method, except that information of listening or viewing is obtained for a period of several hours preceding the interview as well as at time of contact. Respondent may be shown a roster listing programs, in which case technique is called roster recall. (Photograph courtesy of The Pulse.)

## Rating Methods

*And the types of audience measurements they produce.*

By Bernard H. Ober

**R**ADIO AND TELEVISION ratings are obtained by sampling a relatively small group of homes, intended to be representative of each medium's potential audience. As discussed in an earlier installment of this series on audience measurements (MEDIA/SCOPE, September 1959) a number of different rating concepts are used to evaluate broadcast audiences. These include:

- Sets-in-use
- Total audience
- Average audience

- Share of audience
- Minute-by-minute profile

- Cumulative audience
- Unduplicated audience

- Number of individuals in the audience
- Characteristics of individuals in the audience
- Characteristics of homes tuned to program.

Several methods of communication and observation are employed by the various rating services to make contact with the homes in the sample, obtain observations, and feed back the required information. Each of these methods can produce *some* of the listed types of ratings, but no one method can produce *all* of them.

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Bernard H. Ober is manager of research at William Esty Company.

## Rating Methods

Currently, the commercial rating services employ one, or a combination of these methods:

- Diary
- Coincidental (telephone or personal)
- Recall (telephone or personal)
- Mechanical Monitor (periodic or instantaneous reporting)

Here is a brief description of each of these methods:

**Diary.** Initial contact with the sampled households is made through personal calls, telephone calls, or by mail. The rating service seeks the cooperation of the members of the contacted household to record their listening or viewing activities in a diary. The type of diary supplied can be either "open end," in which respondents enter the program and station, as well as the time of listening or viewing, or it can be a pre-printed time schedule, usually with 15-minute intervals for the respondent to enter program and station name into the appropriate space.

**Coincidental.** Interviewers make contact with homes in a pre-determined sample either by telephone or in person. Respondents are questioned about their viewing and that of other household members, at the time of contact. (For optimum validity, contacts must be spaced evenly throughout each time segment to be rated.)

**Recall.** This method resembles the coincidental method, except that information of listening or viewing activity is obtained for a period of several hours preceding the interview as well as at the time of contact. Information about late evening listening or viewing is obtained for the evening preceding the interview. When personal interviewers are employed, the respondent may be shown a roster listing the programs aired during the period under inquiry, in which case the technique is called roster recall.

**Mechanical Monitors.** Mechanical monitors are attached to radios or television sets, and automatically record the exact time of set usage and specific station tune-in. The recorded information is returned to the rating service periodically, such as weekly, or bi-weekly. One rating service accomplishes this by having respondents remove a microfilm magazine from the monitor (similar to those in magazine-load home movie cameras) and mail it back. Another recently developed system makes use of a periodic playback of the data gathered by the recording device in each sampled home over an ordinary telephone line to a de-coding machine in the office of the rating service. The most recent innovation in audience research has been the use of instantaneous audience reporting devices (although there have been several previous experimental applications). This method also makes use of a mechanical monitor attached to the radio or television set. However, instead of recording the obtained information for periodic returns, it transmits it instantaneously over leased telephone lines to the rating company. What may have sounded like science fiction a



**COINCIDENTAL:** Interviewers make contact by telephone or in person in a pre-determined sample. (Photograph courtesy of Trendex.)

few decades ago is now a reality: the sponsor can sit in the office of the rating service and watch the rating of his program materialize *while the program is in progress.*

Let us see which types of measurement can be produced by each rating method.

### Precise Timing Factors

Some rating methods are geared to measure viewing or listening in terms of minutes or instants, while others measure these factors only in terms of quarter-hour units. In the first case, the exact amount of tune-in can be determined, while in the second case, only the *incidence* of tune-in during some or all of a 15-minute period can be ascertained. These differences determine the types of measurements each method can produce.

The coincidental approach and the mechanical monitor can be used to determine precise time measurements of listening or viewing, whereas the diary and recall approach can produce only approximate estimates of listening or viewing time. To illustrate, let us first consider the diary and recall methods. Here, respondents are able to report whether they were exposed to all, or some portion of the program, but they cannot be relied upon to report the exact amount of exposure. For example, a respondent may reliably report that he watched most of a half-hour variety program, but usually cannot state accurately whether 21 minutes, 25 minutes, or 29 minutes were viewed. Even the open-end diary, in which respondents record the time a program was first tuned in and the



These types of ratings are affected by the precise timing factor:

- Average audience**  
**Total audience**  
**Sets-in-use**  
**Share of audience**  
**Minute-by-minute profile**

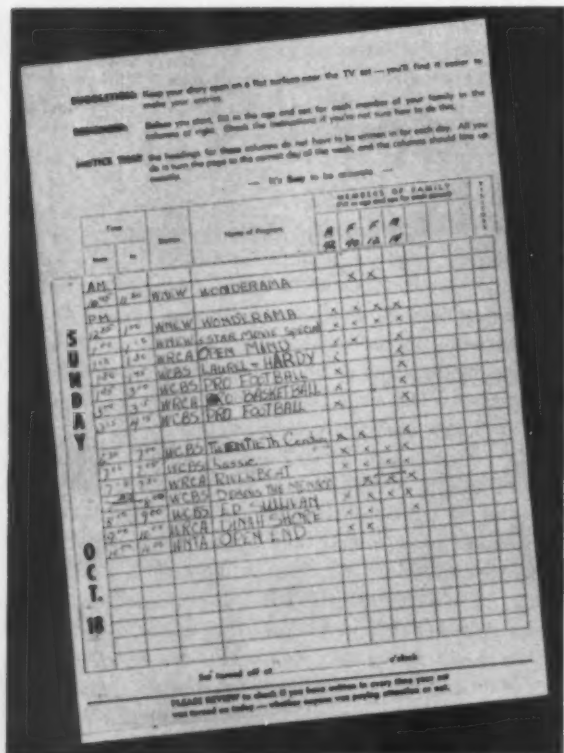
The Average Audience rating of a program represents the average of the tune-in levels to each minute of the program. Since this can be computed only with exact time data, only the Coincidental and the Monitor Method can produce Average Audience ratings. The diary and the recall method, which yield only approximations of the time devoted to any program, cannot produce such ratings.

Total Audience ratings measure tune-in to some arbitrary minimum portion of a program, thus indicating the program's "reach." The minimum time of tune-in required for inclusion in the Total Audience rating is usually five or six minutes, depending on the preference of the particular rating service. The diary, the recall, and the monitor method each can produce Total Audience ratings. Diary keepers and recall respondents are usually asked to report tune-in of five minutes or more to each program; monitor data, covering the entire broadcast day in each monitored home, can readily be searched to reveal program tune-ins of the required minimum time. In contrast, the coincidental method cannot produce a Total Audience rating, since the interviewer obtains tune-in information only for the time of contact. For example, a telephone call made at 9:10 P.M. to a home in the sample may indicate that no one there was viewing television at that time; if the set is subsequently turned on, say at 9:14 P.M., that family could view the remaining portion of a program, until 9:30 P.M. Those 16 minutes of viewing would put the family into the Total Audience, but this viewing would not have been uncovered by the coincidental interview conducted earlier during the program.

To sum up: The diary method and the recall method can produce Total Audience but not Average Audience ratings; the coincidental method can produce Average Audience but not Total Audience ratings; the mechanical monitor is the only rating method able to produce both Average and Total Audience ratings.

Sets-in-Use is the proportion of radio or television homes in the sample using each medium during the time period under study. All four rating methods can produce Sets-in-Use data, but the coincidental and the monitor method can do this somewhat more accurately than the diary or recall method. This is because the first two methods can obtain Average Audience data, whereas the latter two methods can obtain only Total Audience data for 15-minute segments. For example, a diary or a recall respondent may indicate some tune-in for a particular 15-minute time period. In the absence of reliable information about the *specific* length of time the set was tuned-in during that 15-minute period, the rating service must, in computing Sets-in-Use, give this home credit for the *entire* 15-minute period, even though the actual—but unascertainable—tune-in time may have been only 8 or 12 minutes. With the coincidental and the monitor method, only the actual tune-in time, such as the 8 or 12 minutes mentioned, is credited in the computation of Sets-in-Use. Consequently, Sets-in-Use data from diary and recall reports tend to be somewhat higher than the more accurate Sets-in-Use data yielded by the coincidental and the meter methods.

(Continued on page 50)



**DIARY:** Members of a cooperating household record their listening or viewing activities in a diary. (Copy courtesy of American Research Bureau.)



## HOME-OWNERS DELIVERED at lowest

*"buy line" rate*

61¢ per line per 100,000

Look behind the Boston circulation figures, and you'll find more of practically everything you'd want in Herald-Traveler readers . . . Home-owners, for example. You can buy *more* of them and for *less* with the Herald-Traveler — 61¢ per line per 100,000. 67¢ with the second paper, 68¢ with the third paper . . . Or: car-owners, plane travelers, people making more than \$100 a week, people who buy by mail, etc. More of them — at less cost . . . Boston retailers know this — that Herald-Traveler readers are better buyers. The Herald-Traveler has led in retail lineage for 28 years. (32 in national) . . . So buy by the "buy line" rate — the flat rate per line divided by number of the kind of readers you want, times 100,000. The Herald-Traveler rep can give you the "buy line" rates in Boston for many reader classifications.

## **The BOSTON HERALD-TRAVELER**

*Boston's home-delivered newspaper*

**THE BEST "BUY LINE" RATE IN BOSTON**

Represented nationally by **SAWYER-FERGUSON-WALKER CO.**, New York  
Philadelphia • Detroit • Chicago • Atlanta • Los Angeles • San Francisco  
Special travel and resort representative: **HAL WINTER CO.**, Miami Beach

## TYPES OF RATINGS each method can produce

	Diary	Coincidental	Recall	Mechanical Monitor
Sets-in-Use	YES (Total Audience Basis)	YES	YES (Total Audience Basis)	YES
Total Audience Rating	YES	NO	YES	YES
Average Audience Rating	NO	YES	NO	YES
Share Of Audience Rating	YES (Total Audience Basis)	YES	YES (Total Audience Basis)	YES
Minute-by-Minute Profile	NO	NO (In Theory, Yes)	NO	YES
Cumulative Audience Rating	YES (1 week only)	NO	NO	YES
Unduplicated Audience Rating	YES (1 week only)	NO	NO	YES
Number Of Individuals In Audience	YES	YES	YES	NO
Characteristics Of Individuals In Audience	YES	YES	YES	NO
Characteristics Of Homes Tuned To Program	YES	YES	YES	YES

**Share of Audience**

Share of Audience is a program's proportion of the total tune-in to the medium at broadcast time. All four rating methods can produce Share of Audience ratings. For data produced by the coincidental or by the monitor method this is accomplished by dividing the Average Audience ratings by Sets-in-Use (which are also on Average Audience basis). For data produced by the diary or the recall method this is accomplished by dividing the Total Audience ratings by Sets-in-Use (which from diary or recall are always on a Total Audience basis). Thus, with Share of Audience ratings computed from diary or recall-based data, the slight inflation factor inherent in Sets-in-Use data from these methods is more or less compensated by similar inflation factors (total, rather than average audience) in the program ratings.

**Minute-by-Minute Profile**

A Minute-by-Minute Profile consists of separate ratings for each individual minute of the broadcast. It is useful in showing variations in audience levels during the course of a program. Data from diaries and recall interviews show incidence rather than exact time of program tune-in, and therefore cannot be used to develop Minute-by-Minute Profiles. The monitor, producing a complete and continuous record of listening or viewing in each sampled

home, can readily be used to develop the individual one-minute ratings that make up a Minute-by-Minute Profile. The coincidental method, in theory, could also be used to produce Minute-by-Minute Profiles, but from practical considerations this is a remote possibility. This can best be understood by considering the sample size of the monitor and the coincidental method. In a sample of 600 monitored homes, ratings for half-hour programs would be based on a sample size of 600, as would each of 30 separate ratings for a Minute-by-Minute Profile of this program. In a coincidental survey, also with a sample size of 600, the half-hour rating would be based on these 600 interviews, but ratings for individual minutes would be based on only 20 interviews (20 each minute, for a total of 600 in the 30 minutes). Such small samples would not yield sufficiently reliable Minute-by-Minute data. For the coincidental method to provide Minute-by-Minute Profiles with the same degree of accuracy as the monitor method, the sample size acceptable for a program rating would have to be multiplied by the number of minutes in the program: A sample of 600 for a half-hour coincidental rating would have to be increased to 18,000 (600 x 30) to produce Minute-by-Minute Profiles comparable in reliability to those produced by a monitor sample of 600. This indicates the impracticability of using the coincidental for Minute-by-Minute Profiles, leaving the monitor method as the only one suitable to produce such data.



**MECHANICAL MONITORS: 1.** Mechanical monitors are attached to radios or television sets, and automatically record exact time of set usage and specific station tune-in. One service has respondents remove a microfilm magazine from the monitor and mail it back. (Photograph of Audimeter courtesy A. C. Nielsen Company.)



**MECHANICAL MONITORS: 2.** One method makes use of a mechanical monitor attached to the radio or television set which transmits the information obtained instantaneously over leased telephone lines to the rating company. In one development of this, the sponsor can sit in the office of the rating service and watch the rating of his program materialize while the program is in progress. (Photograph of Arbitron Auto-board courtesy of American Research Bureau.)

The Cumulative Audience rating is a measure of the number of different homes (or persons) reached by a program at least once within a given period of time. The unduplicated audience rating is a measure of different homes or (persons) reached at least once by two or more programs within a given period of time. The periods of time for which such ratings are developed are usually one week and four weeks.

In order to produce Cumulative and Unduplicated ratings, tune-in information for each home in the sample must be available for the entire period under analysis.

The coincidental method, measuring occurrences at the time of the interview only, and the recall method, measuring occurrences within the past 24 hours, cannot provide Cumulative and Unduplicated ratings. Experience with the diary method has indicated that respondents cannot be depended upon to keep accurate records for more than one week at a time. Therefore, the diary-based services currently require their respondents to record only one week's activity. Thus, the diary method lends itself to the production of Cumulative and Unduplicated ratings for one-week but not four-week periods. The monitor, which is able to supply continuous observations, can be used for obtaining Cumulative and Unduplicated ratings for whatever periods of time are desired.

### **Personal and Home Characteristics**

In addition to information on the number of homes reached, knowledge is required about the number of individuals reached, their characteristics, and the characteristics of the homes in which they live. This informs the advertiser of the extent to which prospective customers are reached.

The monitor method measures tune-in of each monitored radio or television set, but cannot provide information about listening or viewing by individuals. While program ratings from a monitor sample can be broken down by characteristics of the homes in which the program was seen or heard, such as location, income, occupation of head of household, etc., data about the number and kinds of individuals in the program audience cannot be developed from such tune-in records.

The diary, the coincidental and the recall method can each be used to obtain estimates of the number of individuals in the audience of a program. These methods also can be used to ascertain the characteristics of individual audience members, at least on such basic factors as age and sex. Similarly, these three rating methods can be used to ascertain some characteristics of the homes in which the programs are seen or heard. There is a limit, however, to the amount of information respondents are willing to give to strangers, particularly over the telephone.

As this discussion has suggested, there are substantial differences in the types of audience measurements that the various rating methods can provide. An assessment of any rating service should, however, take into account not only the limitations and advantages of the particular method being used, but also the manner in which the service is applying it. Also to be considered is the effective—as opposed to the stated—sample size underlying the resultant rating reports. A rating method capable of producing many different precise audience measurements will not necessarily yield reliable data if it is applied to a precariously small sample, nor will the limitations of any particular method be mitigated by clever publicity, or by nicely styled report booklets. ■



# Should Business Publishers Offer Regional Editions?

*Some are doing so already, but a general move should await a demand by advertisers.*

By Ronald F. Meadows

SOMEONE ONCE SAID that all advertising is local. Whether it is or not, newspapers and spot broadcast have done a good job of selling the idea—such a good job that they now have competition that they didn't bargain for in the form of regional and split run editions of national magazines.

With this trend, there is a rather interesting paradox. On one hand we see that many publications in both the consumer and business fields are broadening their editorial bases, offering a wider range of subjects in an attempt to increase circulation and advertiser appeal. On the other hand, these magazines that are becoming increasingly horizontal (in addition to some verticals too, of course) are offering the advertiser segments of this larger and more expensive circulation.

Before exploring the implications of this apparent trend toward the rifle-shot approach, let us differentiate between "regional edition" and "split run," terms which are not at all interchangeable.

Common practice has been for a publisher to sell a split run only if another advertiser would buy the rest of the national circulation. Of course, one advertiser can buy each split for copy testing purposes. In other words, the publisher sells a divided national space unit. So the book is national with varied advertising content, depending upon the geographic areas in which the copies are distributed.

Regional edition advertisers may buy a pre-determined regional circu-

lation regardless of whether or not another advertiser buys the remainder of the circulation. In a sense, they are individual local magazines, some with localized editorial sections added.

Split runs are not necessarily new. Many publishers have indicated that they will accept various splits, and most of the others upon request will work with the advertiser in an attempt to develop a suitable arrangement, *provided of course, that the entire run is purchased one way or another.* Regional editions aren't new either; it is said that *The New Yorker* originated the idea in 1929 with a New York City edition and a national edition.\* But the regionals did not descend upon us *en masse* until recently, and they were worth as much

as 7,800 pages to consumer and farm magazine publishers in 1958.

## **Why Space by the Piece?**

There is only one reason for the move toward space by the piece—a more flexible medium can better sell the advertiser today. Advertisers wanting regional coverage know that if they can't get it from magazines they can get it from local media. It boils down to the fact that space is getting harder to sell, what with today's super-circulations and accompanying high rates. Some advertisers want the editorial vehicle but not all the circulation. And it is a way for the publishers to get new advertisers to sample the book and thus make themselves prospects for the full national run in the future.

Naturally, this rather bold move on the part of publishers is a two-way street. They hope to gain added advertising revenue by doing so, and the advertisers taking advantage of regionals hope to gain impact locally and possibly stretch out budgets in the process. Some of the earlier entries, such as *Esquire* and *Sports Illustrated*, have been notably successful in adding up healthy annual growth figures for their regional editions. But then, books of this type have a real reason for having regionals, because of the sectional appeal of some of their advertisers' products—liquor, travel, clothing.

*(Continued on page 54)*



Ronald F. Meadows is manager of research for Marsteller, Rickard, Gebhardt and Reed, Inc., of New York, Pittsburgh, Chicago, and Houston.

\* See "Regional Editions Offered by More Consumer Magazines," *MEDIA/SCOPE*, November, December 1967.

## Young Chicago loves to buy...



## ...the Chicago Sun-Times

The young families are the big buying families, in Chicago as anywhere else. But nowhere else can you reach them more effectively. In Chicago, more young families read the Sun-Times than any other newspaper.

(Continued from page 52)

Some farm publications have also been quite successful.

### Will Business Publishers Be Affected?

Competition for the business publication advertiser's dollar has probably never been more intense. There are more publications to choose from; many of those that have been with us are changing their editorial slant or style to increase appeal; others are spending

thousands of dollars on the type of research that was never before requested or expected by business paper advertisers; and publishers tell us that the demand for day-to-day services has reached a new high.

Publishers are competing to cut up an advertising pie that has only recently reached the pre-recession level of volume.

In short, it doesn't appear that business publishing is particularly lucrative these days.\*

Regional editions of any publication offer the advertiser flexi-

bility. Is flexibility of great interest to the business publication advertiser? The answer seems to be mixed—in some fields "yes" and in others "no." So let us say it depends on the business area served. Here are several examples:

The building products field seems to be an area where regional factors offer special opportunities for editorial service.

*Architectural Record*, for instance, began publishing a Western edition in 1947, aimed at its architect and engineer subscribers in the 11 Western states and Texas. The *Record's* aim was (1) to give its readers additional coverage of exclusive Western news and activities in a special Western section, and (2) to give regionally distributed product advertisers an opportunity to advertise in a national publication.

In the first nine months of 1959, 36 advertisers used the *Record's* Western section. Currently, *Architectural Record's* Western edition, combining its full national service (the *Record's* regular national edition) with its special Western section is distributed to 7,167 Western subscribers.

*American Motel Magazine* recently announced plans to publish four regional editions—Eastern, Southern, Midwestern, and Western—in an attempt to interest advertisers of products that are distributed regionally as well as those larger distributors situated in the area. However, only the advertising content varies among the regional editions of *American Motel*, the editorial remains the same.

Another variation is the "Climate-zone" coverage plan announced by *Refrigeration & Air Conditioning Business Magazine*, whereby advertisers can deliver their message to either one or both of two major climate zones in the country—appropriate to the nature of the work done by contractors in these areas.

Of course, one of the business publication regional edition pioneers (1929) is *The Wall Street Journal*, with its Eastern, Midwest, Southwest, and Pacific Coast Editions. Editorial does not vary, but advertising content does, as each issue carries both national and local advertisements. This regional program seems to have been particularly successful in attracting

\* See James B. Kobak, "Business Publication Will and Must Raise Rates," in December 1959 *MEDIA/SCOPE*.

## MEMPHIS Ranks 6th in the U. S. In General Merchandise Sales Per Household\*

\*At \$891 per household Memphis general merchandise sales rank ahead of:

Houston	\$858
Dallas	\$855
Chicago	\$836
New Orleans	\$694
Louisville	\$507

—Sales Management "Survey of Buying Power," 1959

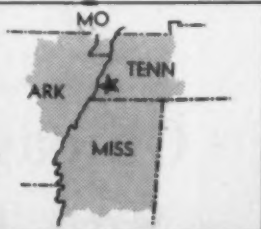


In prosperous Memphis, you don't have to go downtown to find eager buying crowds like this. There are responsive buying centers in the 60 major towns throughout the Mid-South where The Commercial Appeal and Memphis Press-Scimitar have hometown acceptance. You reach them all with the Mid-South's one great newspaper combination.

**WRITE FOR NEW MARKET  
BROCHURE**

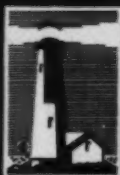
The  
Dominant  
Dailies  
in the  
Mid-South

TOTAL  
Memphis  
Market  
over  
2,500,000  
population



**THE  
COMMERCIAL APPEAL  
MEMPHIS  
PRESS-SCIMITAR**

SCRIPPS-HOWARD NEWSPAPERS



local advertisers. Advertisers can use one edition or any combination of the four regionals. *The Journal*, now published simultaneously in five centers, recently announced plans to add two new publishing plants to speed daily delivery to its 613,000 subscribers in the four regions.

### Are Regionals the Answer?

The regional flexibility offered by some business publications is tailored to the very specific conditions within a particular market. However, in general, business is national.

Let us be more specific, and look at some of the reasons a consumer advertiser would use a regional edition of a national publication, and see if the business advertiser might have similar reasons.

1. *New product introduction.* An advertiser test marketing or introducing a product in a certain area might well choose a regional edition of a national publication to assist the local media in promoting the product. But an industrial marketer would rarely test market a product, because of the usually limited number of prospects that are available to him.

2. *Products related to climatic conditions.* Sales of such products as ski clothing, bathing suits, automobile skid chains, etc., depend on the climate. Some business products do (such as the air conditioning industry mentioned), but most do not.

3. *Regional product preferences.* Bourbon or sport cars or steamship tickets find particular favor in certain areas of the country. Regional editions serving advertisers in this field have been quite successful. However, regional preferences are rarities in business, particularly in industry.

4. *Experimental ad or campaign.* Some consumer advertisers buy regionals to prepare themselves gradually for the national edition as budget dollars permit. This application would hardly be likely in the business publication field for an advertiser of any size, because of the normal relatively low cost of a business paper page.

5. *Dealer listings.* Advertisers in such fields as clothing or appliances have often made use of regionals to list local dealers adjacent to or actually in the national advertisement. Business publication application of this idea is conceivable in the construction industry, for instance, where

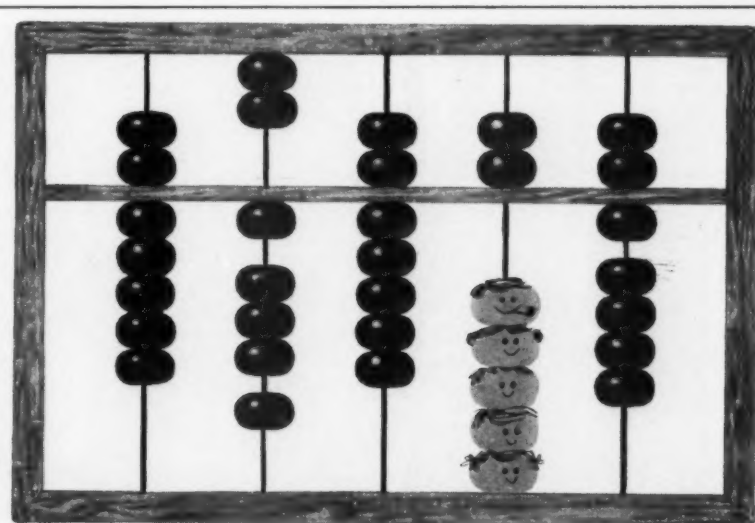
the promotion of the local distributor is important.

6. *Copy testing.* The practice of running different advertisements in different copies of the same issue is not uncommon in the consumer field. However, this method of testing copy appeals is most ideally limited to split runs — not regionals — where regional conditions would not cloud the issue. Such split runs have been available in many of the leading business publications for some time, some of which have been used as re-

gional editions where satisfactory splits could be arranged by region.

7. *Regionally distributed products.* Consumer regionals hope to appeal to hundreds of small and some large manufacturers distributing only in local areas, with little need for national media. *This application would appear to be the most practical business publication use of regionals.* Many steel, cement and oil companies are limited to regional distribution for various reasons. The *Architec-*

(Continued on page 59)



**2 + 2 = 5**  
(now)

### Impossible?

In terms of arithmetic, perhaps, but not in terms of advertising. Take the subscribers to *TODAY'S HEALTH*. They total over 688,000. But each issue is also on display in the waiting rooms of 140,000 physicians — where an estimated 40,000,000 patients can see it every month.

We don't say they all read it... but the important fact is your advertising receives millions more exposures than is indicated by counting subscribers. Thus, two plus two can equal five when you consider the tremendous PLUS READERSHIP of *TODAY'S HEALTH* in doctors' reception rooms throughout America.

*TODAY'S HEALTH* delivers a unique audience—selectivity in mass—is the "class" magazine where you sell millions of readers whose primary interest is high standards of health and living. If your product ties in, it will have a powerful appeal to this audience—and they see your T.H. advertising at the moment when buying interest is at its peak.

There's sales magic in the word "health." *TODAY'S HEALTH* is your outstanding medium to build sales in this important market.

# Today's Health

*Today's Health is published by the  
American Medical Association for the American Family*

535 N. Dearborn St.  
Chicago 10, Ill.  
WHitehall 4-1500

474 Fifth Ave.  
New York 17, N.Y.  
ORegon 9-9383

Whaley-Simpson Co.  
6606 Seima Avenue  
Los Angeles 28, Calif.  
HOLlywood 3-7157

Whaley-Simpson Co.  
700 Montgomery St.  
San Francisco 11, Calif.  
SUtter 1-4583



*The Marketing Team at Lukens Steel Talks to Chilton*

“...the value of business magazine advertising  
**convinced ip**



Records indicate that the iron and nail works where Lukens Steel Company had beginning was the earliest establishment of its kind on the continent. Lukens, which celebrates its 150th anniversary in 1960, has operated continuously at the same site since its inception. This now covers over 700 acres, in Coatesville, Pa. Lukens is acknowledged to be one of the foremost producers of specialty carbon, alloy, armor and clad steel plates. It includes among its facilities the world's largest plate rolling mill. To serve its many customers in widely diversified industries, Lukens has recently completed a major expansion program making it the nation's third largest steel plate producer.

At Lukens one finds every evidence of aggressive, up-to-the-minute business practices, including an energetic and well-integrated marketing team. This group includes John Faunce Jr., Director Market and Commercial Development; Henry F. Peters, Manager Market Development; W. Harrison Lackey, General Manager Sales; Charles A. Carlisle Jr., Manager Field Sales; and Hambleton Shepperd, Manager Advertising and Sales Promotion.

We recently enjoyed the opportunity of talking with each of these executives about the use and value of the business press. Here are the highlights of their remarks.

# ...sins sometimes hard to measure, but we are it pays dividends"



**Mr. Faunce says,** "We consider business magazines the most important link in our communications system—a thing of major importance in a nation-wide operation such as ours. We use the medium to communicate the company name, its products and its capabilities to a vast and complex group specifying and buying influences. Except as indicated by requests for literature and inquiries, the value of business magazine advertising is sometimes hard to measure, but we are convinced it pays dividends if well planned and well placed. Among other important reasons for advertising on a regular basis is the constant change in our audience—new men coming along in industry, new purchasing personnel, and the like."

**Mr. Lackey says,** "Business magazines are a tool which can be used to great advantage by a sales

manager and his staff. They are a ready and reliable source of information about new process and product developments; changes in geographical location made or contemplated by customers and prospects. They keep us alert to new product lines and they inform us of important personnel changes throughout the industry among current and prospective customers. In a word, they provide an excellent line of communication between those who sell and those who buy. And, after all, knowledge of the market is a basic ingredient of successful selling."

**3 Mr. Peters says,** "Because of our recently increased production facilities, we have great interest in expanding into new fields. Business publications have proven to be highly effective in helping develop new markets. They make it possible for us to pinpoint our messages to groups of special importance to us and to tell our story in a way that is of special interest to readers and of greatest value to us. We do not consider any segment of our marketing program complete until we have carefully discussed and evaluated the part advertising is to play. This applies both to immediate and long-range plans."

**4 Mr. Carlson says,** "Because the business press does so fine a job in reaching the influential materials pur-

chasing and specifying influences in our many markets, it serves best to carry the Lukens story to those markets. Our business magazine advertisements serve as a door opener for our sales engineers and make initial contacts throughout the breadth of a market which would otherwise be impossible to make, regardless of the size and depth of penetration of any sales organization. It is our job not only to increase sales among our known customers and prospects, but to find and develop new prospects. The business press helps develop the leads so necessary if we are to succeed."

**5 Mr. Shepherd says,** "We use the business press to influence the people who influence the purchase of the products we sell. Because of the diversity of the primary and secondary markets in which we find users and sales, we must use business magazines to carry specific segments of information to specific audiences in special markets. The specialization of the business press enables us economically to cover the availability and diversification of Lukens products as they apply to the individual market or industry. We find we can talk to specific audiences without waste and we are convinced that the believability of our message is enhanced in direct proportion to the reliability of the editorial material directed to the same audience."

Business publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of business magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

# Chilton

**COMPANY**  
Chestnut and 56th Streets  
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Aircraft and Missiles • Optical Journal & Review of Optometry • Motor Age • Hardware World • Jewelers' Circular-Keystone • Distribution Age • Product Design & Development • Business, Technical and Educational Books

In Chicago...

# Beech-Nut

**sells most of its  
baby food to  
Chicago Tribune  
readers**



Whether it's baby food, biscuit mix or Boston baked beans, women readers of the Tribune buy most of it in Metropolitan Chicago.

And no wonder. Two-thirds of all the housewives here are Sunday Tribune readers, and nearly half of them read the Daily Tribune.

Because the Tribune's big audience buys the most, you'll find advertisers like Beech-Nut Baby Foods using the Tribune to sell the most. This account spent more than twice as much in the Tribune last year as in all three other Chicago newspapers combined.

The Tribune delivers the most concentrated coverage of the middle and high income families in this market—the families who buy the most. With a total grocery bill averaging more than \$26 million every week, they account for three-fourths of the food sales.

Of these bigger-spending families, you reach 74% with the Sunday Tribune; 53% with the Daily Tribune.

For greater sales in this key market, you'll find that it pays to advertise where buying power is greatest—in the Chicago Tribune.

**More readers...more advertising  
THE TRIBUNE GETS 'EM IN CHICAGO!**

tural Record Western edition, with its local building products advertisers, is an example of this application.

8. *Price changes by locale.* The prices of many consumer goods vary by region, as in the case of appliances, automobiles, and clothing. However, it is a rare occasion when the business paper advertiser of a nationally distributed product will quote prices in an advertisement.

But before passing judgment on the general value of regionals in the business paper area, let us look at the publisher's point of view. Regional editions, while theoretically increasing advertising revenue, create frightening problems for the publisher. Here are a few items to consider:

2. A publisher has a big problem in filling the space in a four-page space unit so that a book can be produced without holes. Some consumer books fill unused space with editorial, some with their own promotion advertisements, others with cartoons—none of which produces advertising revenue.

4. The Post Office Department takes a dim view of changes that tend to

5. The cost of selling regionals can be disproportionately high. Sales cost is usually the same, but income would of course be less per page for a regional.

In summation, looking at the business advertiser's motivations and the publisher's potential problems, the possibility of many business publishers taking the bold step to regionals would not seem to be imminent. There are situations that have

prompted publishers to make the move, several of which I have reviewed. However, I cannot help but feel that a broad offering of regional editions in the business advertising field is not the best answer to some of the problems now faced by publishers, even though this step might suggest a progressive attitude to some advertising buyers. To my way of thinking, such a move should be considered only when *sufficient and thoughtful demand by advertisers merits it*—a demand not yet apparent. ■

**YOU'RE  
HALF-CO**

**IN NEB**

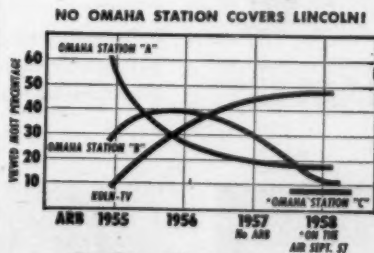
**IF YOU D**

**KOLN**

This is Lincoln-land — KOLN  
No. 3. Figures show percent  
homes reached weekly, day

Nebraska has

**This is Lincoln-Land — KOLN-TV's NC No. 3. Figures show percentages of TV homes reached weekly, day or night.**



WEZO-TV — GRAND RAPIDS-KALAMAZOO  
WEZO RADIO — KALAMAZOO-BATTLE CREEK  
WJSP RADIO — GRAND RAPIDS  
WJSP-FM — GRAND RAPIDS-KALAMAZOO  
WWTW — CADILLAC, MICHIGAN  
WQIM-TV — LINCOLN, NEBRASKA  
Associated with  
WNEB RADIO — FORTIA, ELIZON  
WNEB-TV — FORTIA, ELIZON

One market—in the extreme East—is well-served by *three* top TV stations, making it tough to reach a high percentage of the viewers economically.

The other—Lincoln-Land—is *really* covered by just *one* top TV station—KOLN-TV! And the area contains more than HALF the buying power of the entire state.

**Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.**



# KOLN-TV

CHANNEL 10 • 314,000 WATTS • 1000-FT. TOWER  
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET  
Avery-Kosdel, Inc., Exclusive National Representatives



# PAINT

*Like specials and blockbusters in other media, painted bulletins are tailor-made, special-purpose, and exclusive. Here's how to buy them, how to use them, and how much they cost.*



KROGER ROTARY BULLETINS will rotate to a new local site every 60 days, so that within six months three different cuts of meat will have been displayed at each situation. Cost approximately \$850 a month.

**B**UYERS OF MEDIA these days work in an environment peculiarly oriented toward the "special" or "spectacular" in advertising. And this is just as true of small and medium-sized advertisers as it is of companies with millions to work with. The special can range from an expensive one-shot on network television, through a multi-page advertisement in a national magazine, down to a full back page in a single newspaper, or an unusually extensive direct mail mailing. The criterion is not cost, but the willingness to invest a substantial part of any advertising appropriation in a single effort, designed to impress, to dominate intensively, to apply unusual pressure against a market.

This kind of climate promises to improve the fortunes of the painted bulletin, a subdivision of the outdoor medium which like any tailor-made advertising, from the TV special on down, has suffered from certain handicaps: it requires a relatively heavy initial investment on the part of the plant operator, is time-consuming and difficult to buy (compared with a poster campaign), is relatively inflexible in that it requires considerable advance planning. The average time it takes to set up a painted bulletin campaign is 30 to 60 days. As a result, paint receives far less than its logical share of the outdoor dollar (as near as anyone can tell, less than \$30 million annually from national outdoor billing), although its rate of growth over the past decade has been faster than that of the rest of the business.

Nevertheless, paint, like other tailor-made advertising, has specific—and valuable—applications which can make the expenditure in time and money worthwhile. In a sense,



SUNNY BROOK'S spectacular in Denver shows full-color adaptations of Frederic Remington frontier paintings. Cost approximately \$1,100.



COCA-COLA is one of the heaviest users of painted Bulletins. This permanent display features animated cutouts, costs about \$1,100 a month.

# THE SPECTACULAR IN OUTDOOR

the painted bulletin is the method advertisers use to short-circuit the exemplary standardization of which the outdoor industry is so proud. The standard 24- and 30-sheet poster showings, which account for nearly 80 per cent of outdoor activity, are designed specifically to equalize advertising exposure. Each 100 showing offered in a market is balanced to provide approximately the same coverage and frequency as every other showing of equal intensity in that market. Moreover, the medium itself is circumscribed and disciplined by the rigid standardization of panel sizes, and by the limitations of the lithographer's technique.

Painted bulletins, on the other hand, are free and easy. They're big (as long as 75 feet, vs. 25 for posters); they are always placed at points of high circulation and display; and you can load them up with a variety of eye-catchers (e.g., neon letters, big cutouts that project beyond the borders, plastic bubbles that twinkle, animated figures). In fact, within the limits of taste, local ordinances, and the technical facilities of the outdoor plants, you can get nearly anything in painted bulletins that you care to pay for.

Basically, the painted bulletin, like other spectacular uses of media, is a competitive tool used to supplement a bread-and-butter media plan for one of a variety of specific reasons. Few advertisers use paint to the exclusion of posters. (Two notable exceptions: Fram automotive filters, which uses painted bulletins for sales appeals on major highways; Galey & Lord division of Burlington, which spots paint in heavily-traveled rural locations to plug its work clothes fabrics, provide support for garment cutters in that end of the business.) The big poster users are gen-

erally the big paint users. Their objectives: to give sales special seasonal push (e.g., Chevrolet's heavy three- or four-month "flash" paint campaign at the start of its model year); to impress the trade in a market with distribution problems with a medium that is flashy, highly visible, and eminently merchandisable as a result; to apply pressure against a certain type of audience by tailoring the location of the display (e.g., a traffic artery leading to and from a high-income area, or a heavily industrial region).

## Paint for Prestige

Most often, though, paint is a prestige extra. The tactics of the Coca-Cola Company, one of the heaviest users of painted displays, is a good example. According to Nat Harrison, who rides herd on Coke's paint operation in the company's Atlanta (Ga.) office, poster coverage is basic to Coke's program, but paint is the prestige item.

Hence, the advantages of paint are substantial. But there are certain problems in the use of the medium. The first is that of availabilities. It has been said that one buys coverage in posting, and real-estate in paint. The locations, far more desirable from a heavy-traffic point of view than the ordinary outdoor location, are relatively few in number, and cost approximately \$1.00 a thousand to rent. Some cities don't lend themselves to paint. Very small markets, for example, can't muster a busy enough traffic location to justify the cost. Among the major markets, New York is one of the best, because it has a great concentration of traffic, especially at spots such as the Flatbush Extension in Brooklyn, Times Square, the West Side Express Highway, Grand Concourse, and the approaches



A RELATIVELY NEW development in bulletins is the cooperative display. This elaborate permanent board, featuring American Airlines and Richfield gasoline, costs approximately \$1,900 a month.



CHEVROLET clock spectacular, most permanent of all outdoor forms, is 75 ft. long, 40 ft. high, costs some \$5,000 a month.

to the bridges and tunnels. Some markets, such as New York and Los Angeles, are so good for paint that prime locations are saturated, and the result is a serious shortage in available sites.

### **Problem of Availabilities**

For the buyer, the difficulty in lining up suitable availabilities means that planning a paint campaign on a multi-market, simultaneous basis, which is commonly done in other spot media, is a major problem. Since paint locations represent considerable overhead to the plant operators, they find it uneconomic to reserve these locations, since it's important that the boards be kept working at all times. Since this is the case, a series of paint locations in various markets can't very well be accumulated for use when, say, simultaneous product announcement in many markets is desirable. There is also the physical limitation on paint structures caused by the difficulty in securing the long-term leases which the plant operators require.

In short, the most reasonable way to buy paint is market by market as sites become available. Both Outdoor Advertising Incorporated and (for member agencies) the National Outdoor Advertising Bureau, stand ready to find these locations and negotiate with plants for their use.

It is worth remembering that painted bulletins are relatively long-term investments. Most bulletins are sold for a full year; some are available on three-year contracts, some on six-months' contracts. Advertisers are discouraged from buying paint for less than a year by price premiums for shorter-term buys.

It is important to keep this in mind when considering cost, because a very few months in paint can cost any advertiser a bundle. F. H. Uhler, manager of the paint sales department of OAI, compares the probable cost of covering a typical city of 500,000 population with paint vs. posting. According to Mr. Uhler, it would take four permanent painted bulletins to cover this market adequately, at a cost of about \$1,400 a month. A No. 100 poster showing in the same market would run a little over \$2,000 for the month (46 panels).

These, of course, are averages. But if paint is to serve its specialized, prestige, spectacular function, then averages mean little. The real splash in paint is made with the so-called embellishments: fancy cutouts, neon letters, complicated animation, plastic and metal constructions. Cutouts run about \$2 per square foot (average square footage: 300-500) over the basic cost of painting the panels, and the other embellishments come to approximately one-third of the maintenance cost of the bulletin. The price tags indicated for the bulletins reproduced on these pages give an idea of how the price mounts up. OAI's Uhler quotes \$30 per month as the rock-bottom price for a painted bulletin—a highway bulletin, and probably a low-circulation one at that. At the other end of the scale, \$1,500 per month will buy a fancy bulletin in a truly spectacular location. But as a matter of fact, the price can go higher yet. Cost-per-thousand for paint is roughly \$1.00, which compares with 22 cents for posters.

### **The Rotary Plan**

There is however, a type of paint which can rescue advertisers from the cost squeeze to some extent. This is the rotary plan, developed on the West Coast about 25 years ago, but widely available only during the last decade. Very simply, a rotary bulletin consists of panels which can be removed from the molding and transported to another location, along with any embellishments the bulletin sports. On the rotary plan, the outdoor plant offers anywhere from three locations (e.g., New Haven) to 100 locations (Los Angeles), called legs. Depending on how long an advertiser's contract runs, he can expose his bulletin on some or all of the legs, for periods ranging (dependent on the market) of from one to four months each leg. In markets with a substantial number of rotary legs, an advertiser may often pick those locations which best meet his traffic or distribution needs. He may also buy two or more bulletins, which move around the circuit at the same time, but on different patterns.

The disadvantages of rotary are these: they don't offer the continuity and intensity of impact of the permanent location bulletins; because the rotaries are designed to be transported, embellishments are relatively limited.

Rotary, however, commands a sizable cost advantage. In a typical market, a single rotary bulletin carrying a 400-square-foot cutout, and rotating on a 60-day cycle, will hit six locations in a year. Cost: about \$6,000. The average cost is approximately \$500 a month. The nearest comparison in the case of six permanent bulletins is approximately \$36,000 a year. Of course, the advertiser using six permanent bulletins would have six displays working every month of the year, while the advertiser using rotary would have only one display in any one month.


All in all, neither permanent paint nor rotary is designed for the hunter of bargains in the outdoor medium. But, like other tailored, spectacular media, money is not—or should not be—the prime consideration. What counts is the effect.

## **MEDIA/ZOO**



*"Come on fellows, let's look at this from the client's point of view!"*

A  
To us,  
precious  
ence be  
Integrit  
stant. 2  
To You  
the diff  
They r  
\*TIME AC  
Media/sco




Αἰὼν πάντα φερεῖ... πλάτῳ

To us, *Time* and *Integrity* are two of the most precious things we have. Yet, to us, there is a difference between them: *Time* is not really ours, but our *Integrity* is. *Time* passes, our *Integrity* remains constant. *Time* is for sale, our *Integrity* is not.

To You, our *Time* and *Integrity* are precious, also; but the difference is that they are integrated in effect. They must be, and are, one and the same *Truth*.

"*Time* accomplishes everything", the philosopher says. In the Maryland Market, our *Time* and *Integrity* can help you accomplish your honest purpose.

## WBAL-TV BALTIMORE

NBC Affiliate/Channel 11/Associated with WBAL-Radio 1090  
Nationally represented by  Edward Petry & Co., Inc.

\*TIME ACCOMPLISHES EVERYTHING . . . Plato

Media/scene. January 1960



## Pointers on Advertising in a Bilingual Market

■ *Quebec Province is the second largest market in Canada, and is 85 per cent French.*

■ *In advertising, is it best to use original ads or translations?*

MONTREAL, with 1,745,100 population, contains 10 per cent of the country's population. Its retail sales at \$1,851 million in 1958 were 12.14 per cent of Canadian total.



By Maurice Watier  
 Director of French Services  
 Thompson-Petersen Advertising Agency, Ltd., Montreal

Canada is a bilingual country just as much as it was some 200 years ago. Canada has never been a melting pot that could do away with the French language and culture. The French in Canada constitute more than 30 per cent of the population. In Quebec four out of five persons are French, and most of those French who speak English have an accent.

According to an estimate in Jan. 1959, 4,955,000 Canadians lived in

Quebec Province; 84.8 per cent of this population was of French origin. Quebec City's French population is 94 per cent; Montreal, 67.6 per cent. Of the French-Canadian population, 62.4 per cent speak only French. Even in Montreal, 59.3 per cent of the French families speak French alone.

It can then be said that an advertiser deprives himself of influencing properly some 25 per cent of 17 million people when he neglects the

French in Canada. He actually overlooks the second most important market in this country. Neglecting to reach the French clientele properly by the use of French advertising is the equivalent of ignoring a market that possesses roughly 20 per cent of the buying power.

### ***French Influence on Media***

It is untrue that educated French Canadians tend to become more and

more like their English compatriots. French-Quebec is evolving in its French culture. This vital force is such that Montreal's CBC television station, bilingual at the beginning, had to become two stations because the bilingual formula satisfied neither the English minority nor the French majority. Montreal's CKAC radio station, bilingual at its start, has long been entirely French.

The extent of the French culture in Quebec may be well illustrated when one considers that there are in the province:

Four English daily newspapers to 10 French dailies;

Thirty-six English weekly newspapers to 132 French weeklies;

One English week end newspaper to 16 French week end newspapers;

Six English radio stations to 38 French stations;

Two English television stations to nine French stations.

### Quebec Becoming Industrial

Quebec is a French market and Quebec is also an important market... a market which has changed considerably during the past years. Starting as largely an agricultural province, Quebec's urban population is now about 70 per cent, and continues to increase. In Quebec, personal income in 1956 was four times as high as in the 1935-39 period. Quebec produces about 30 per cent of Canada's manufactured goods. Capitalizing on huge power resources, manufacturers account for more than two-thirds of Quebec's gross economic production.

In 1956, 33.2 per cent of the Canadians employed in manufacturing industries lived in Quebec, and accounted for 30 per cent of the salaries and wages of the country. Approximately 24 per cent of Canada's retail sales are made in Quebec.

In 1957, 86.8 per cent of Quebec homes were equipped with electric, gas, or oil refrigerators; 88 per cent had electric or gas washers; 73.6 per

cent had sewing machines. In 1956, about 90 per cent of rural homes had been electrified, and farmers bought a great quantity of motorized agricultural equipment, which let them produce in 1957 a little more than in 1952 in spite of greatly reduced numbers engaged in farming. Air-France has seen an increase of 176 per cent in French Canadian passengers in five years.

### Cultural Advance

Quebec and the French Canadians have progressed fantastically in the past few years. Because of Radio-Canada television and radio networks and other influential organizations, French Canada has recently had a marked cultural rise. In its 1957 report, the commission on radio and television stated that it was "unanimous in acknowledging the general rise in the quality of programs of the CBC (which, by the way, reach 90 per cent of the population). These broadcasts had enriched the vocabulary of the average listener and raised his intellectual level."

Radio-Canada has made it possible for a galaxy of artists to develop. It has furnished a good number of writers the means for making a living. It has helped spread the taste for theater. In Montreal alone a half-dozen companies now play to packed houses. Finally, Radio-Canada has given an opportunity to commentators to popularize scientific, literary, and artistic works, accelerating the intellectual development of the country's French-speaking population. Our television facilities have given us the means for creating programs in French suited to French-speaking Canadians.

Our schools have multiplied and have adopted important changes in their curricula. For generations, Quebec universities specialized in liberal arts. They tended to spurn the sciences. Now, Quebec universities have turned to engineering.

The advertising done for a nation



MAURICE WATIER

or a national group should reflect the personality of that nation or group. American advertising reflects the American way of life. French advertising reflects the spirit of France. English advertising is loaded with English humor and the typical English way of life. How can one explain that French Canadian advertisements are physically, exactly like the English-speaking and American advertisements? It is only because English-speaking advertisers and their agencies control most of national advertising, and unconsciously take advantage of their financial position to force translations down the throats of French Canadians.

How can one understand that adaptations are preferable to translations, and refuse to go one step further and admit that creations are far superior to translations? The French Canadian culture and personality do exist. It is beyond comprehension that French-speaking Canadians do not yet show their personality in the advertising that is meant for them. Quebec is different and should be treated differently. *Pensez francais*—with all that it implies in the making of genuine French advertising.

In conclusion: Quebec is 85 per cent French; Quebec is the second most important market in Canada, and Quebec will respond better to advertising if you do it properly. ■

# What Is the Reach of a Newspaper Ad?

*A report of research conducted on announcement advertisements of two major motor manufacturers.*

By C. Leigh Dimond

**T**O RELAY AN ADVERTISING message to the greatest number of people in the shortest possible time is a major objective of advertisers and agency executives today, for time still means money. It means more money, in fact, than ever, for the sales potential of most products is greater than ever before.

One of the quickest ways, as recent research has demonstrated, is through the pages of daily newspapers. On a typical day, 88 per cent of all U.S. households receive a newspaper in the home, and 83 per cent of all persons 12 years old and more read at least one.

This, of course, can be construed as the advertiser's potential. The extent to which this potential may be realized naturally depends on the advertiser's ability to convert the reading of the newspaper as a whole to reading and recall of his message. In his favor is the fact that most readers welcome newspaper advertising and actively seek messages of interest to them.



C. Leigh Dimond is consumer research manager, Bureau of Advertising, ANPA.

## Two Automotive Surveys

Two surveys conducted for the Bureau of Advertising by Qualitative Research, Inc., a subsidiary of Trendex, point up the ability of newspapers to communicate a message across the nation in a single 24-hour period. Both were concerned with the introduction of passenger cars.

The first survey concerned the announcement campaign of car brand A, a prominent brand in the medium-priced field; the second dealt with a very similar announcement campaign run in newspapers by brand B, a prominent brand among the "popular-priced three." Since both campaigns had the objective of achieving maximum communication at the time of announcement, and since both companies made substantial use of newspaper space and circulation on announcement day, the question of how much *reach* the newspaper medium can generate is significant. I define *reach* as the number of people who perceive the newspaper message.

Advertisements for brand A appeared in virtually every U.S. daily newspaper—in evening dailies on a Thursday and in morning dailies on the following day. Size of space varied by circulation of the individual newspaper, from more than 4,000 lines in the largest down to 1,000 lines in those with smaller circulations. The

advertising featured brand A's slogan, and included the names and illustrations of the various model lines.

The night following the advertisement's Friday morning appearance, respondents were asked if they had looked at any Thursday evening or Friday morning edition of a daily newspaper. Those that had were then asked if they remembered seeing a newspaper advertisement for the new 1959 brand A car in either of those editions.

Of 860 men interviewed, 407 or 47.3 per cent recalled that they had seen the newspaper announcement advertising for the car. Of the 757 women interviewed, 262 or 34.6 per cent were able to recall seeing the introductory advertisement.

Hence, a total of 669—or 41.4 per cent—reported seeing brand A's introductory advertising. A projection of these figures indicates that in the course of a single 24-hour period, the introductory campaign in newspapers succeeded in getting brand A's message to nearly half the men and more than a third of the women in the U.S. It reached them with enough impact so that when asked up to 24 hours afterward, they could report seeing the advertising.

A modified probability sample of telephone homes, which permitted

(Continued on page 71)



# How to speed up sales by the millions!

Marketing concepts are constantly changing in the progress toward more effective methods of product distribution. However, a constant and unchanging marketing principle is that advertising is most effective when it reaches the most consumers in the most profitable markets at the lowest unit cost.

Produce maximum sales for your product at greatest profit by concentrating a heavier advertising

effort on the First 3 markets of New York, Chicago and Philadelphia — where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In these far-above-average markets, which account for 19% of total U. S. Effective Buying Income, *there is no substitute* for FIRST 3 MARKETS' dominant 55% COVERAGE of all families.

In addition, busy cash registers in the six states adjacent to the 3 markets ring up 29¢ out of every U. S. Retail Sales \$1.00. FIRST 3 MARKETS GROUP concentrates the bulk of over 5¼ million circulation within these six states to deliver 40% COVERAGE of all families.

To make your advertising sell more where more is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH



ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

New York 17, N.Y., News Building, 228 East 42nd Street, Wilsey Bldg 7-4834 • CHICAGO 11, Ill., Tribune Tower, Superior 7-8043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, Garfield 1-7948 • LOS ANGELES 5, Calif., 3400 Wilshire Boulevard, BUENAVISTA 5-3557

Media/scope, January 1960





SOUTH AFRICAN



SOUTHERN HEMISPHERE



SWEDISH



ARABIC



FINNISH



NEW ZEALAND



DUTCH



FRENCH



U. S. WESTERN



MEXICAN



BRITISH



FRENCH CANADIAN



The world's most

The world's most  
powerful selling  
force is **local**  
wherever it goes  
...30 editions  
in 13 languages



ITALIAN



FRENCH-SWISS



ENGLISH CANADIAN



DANISH



UNITED STATES



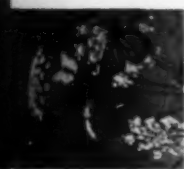
ARGENTINE



OVERSEAS MILITARY



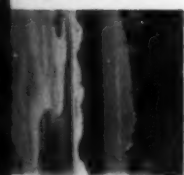
BELGIAN



GERMAN



JAPANESE



NORWEGIAN



AUSTRIAN

# Interview: Gene Fitzgerald

Penick & Ford Advertising Manager tells why he chooses  
WLW TV Stations and WLW Radio for My-T-Fine Puddings and Swel Frosting Mix



"The WLW Stations take the cake for offering advertisers the big 3 in broadcasting —PROGRAMMING, AUDIENCE, PROMOTION!"



"This programming has helped give us a mighty fine position in the market and the loyal program audience helps create a loyal brand consumer."



"And for the cherry on the cake, we welcome the Crosley Stations practical promotion and merchandising help."

Call your WLW Stations' Representative . . . you'll be glad you did! The Dynamic WLW Stations

**WLW-I**  
Television  
Indianapolis

**WLW-D**  
Television  
Dayton

**WLW-C**  
Television  
Columbus

**WLW-T**  
Television  
Cincinnati

**WLW-A**  
Television  
Atlanta



Crosley Broadcasting Corporation a division of **Arco**

(Continued from page 66)

some substitution in small places, was employed in this survey. All interviewing was by telephone. At the time of this, and the following survey, AT&T's most recent estimate of U.S. homes equipped with telephones was 38,200,000 main residential telephones or 78.8 per cent of all U.S. homes.

Just as with car brand A, brand B advertisements appeared in virtually every U.S. daily newspaper, in evening dailies on a Thursday evening and in morning dailies on the following day. Size of space varied by circulation of individual newspapers, from more than 3,000 lines in the largest newspapers down to 1,000 lines in the newspapers with smaller circulations. Advertisements featured the styling of the new brand B car.

### Thirty Sampling Points Used

Sampling points were selected by designating large and small cities in each of the nine census regions. A total of 30 sampling points were used. In each, a sample of telephone homes was chosen at random from the local telephone directories. All interviewing was by telephone, and contacts were made with 657 persons in different homes.

The same question, "Did you see the advertisement in last night's or this morning's newspaper which announced the new model brand B?" was asked on the Friday evening following its morning and previous evening's appearance.

Of the 387 men reached, 49.9 per cent recalled having seen the advertisement; 34.1 per cent of the 270 women reached also had recalled seeing it.

Thus, of 657 persons questioned regarding the introductory campaign, 43.4 per cent said they had seen brand B's introductory advertising in the Thursday evening or Friday morning editions of their newspapers. A projection of these figures also indicates that in the course of a single 24-hour period, this newspaper campaign succeeded in getting brand B's message to nearly half the men and more than a third of the women in the U.S.

Results obtained by two similar uses of space in daily newspapers by two independent but similar campaigns corroborate each other.

What conclusion can be drawn

from the results of these two surveys? Foremost is the fact that the advertising reach available to national advertisers through daily newspapers makes them an effective medium for delivering truly national impact.

Undoubtedly the fact that these are skilled newspapers advertisers and that their products are reputable and widely known had an important bearing on the results they achieved. ■

### SPOT TV ESTIMATES

The Katz Agency's latest edition of its "Spot TV Advertising Cost Summary" is now available. "Summary No. 26" covers estimates of spot TV costs in 242 markets and formulae for estimating spot budgets. Two new features are compilations of 6-plan and 12-plan rates for daytime and late-night minutes, and a section on daytime 20-second rates.



The use of any of the above  
in your TV commercials  
or in your other  
advertising will  
very definitely **INCREASE  
CONFIDENCE  
IN YOUR PRODUCT**

Inquire now. PARENTS' MAGAZINE, 52 Vanderbilt Ave., N. Y., 6 N. Michigan Ave., Chicago, Ill. • Atlanta • Boston • Los Angeles • San Francisco



3-stage reporting keeps  
Feedstuffs first in its field

If it's important, it begins as news . . . grows into a trend . . . becomes an established principle. Only *Feedstuffs*, in the formula feed industry, gives readers this complete 3-stage reporting on what's important to them. News . . . news related to other news . . . news studied, analyzed, even backgrounded by independent experts; that's the editorial format for *FEEDSTUFFS*. It's the biggest, most-looked-for business publication among feed men, particularly the planning and purchasing people. It carries the most advertising, too—by lineage and by number of advertisers.

## FEEDSTUFFS

The complete idea source for feed men  
An informed audience is a buying audience

**The Miller Publishing Company**  
2501 Wayzata Blvd.,  
Minneapolis 40,  
Minnesota  
... business journalists  
since 1873



New York  
Chicago Kansas City

# How National Advertisers Can Use the Theater Screen

*National campaign and manufacturer-dealer program cited as examples.*

**T**HEATER-SCREEN advertising, a 50-year-old medium, has been causing buyers of media to take second looks at their advertising budgets recently, says the Theater-Screen Advertising Bureau. The Bureau, organized recently to collect facts on the movie medium, reports that several hundred national advertisers are now using screen commercials in addition to the thousands of local advertisers who have used screen advertising successfully for many years.

*There are two types of theater-screen advertising for national advertisers—the national program and the manufacturer-dealer program.*

In most national programs the films are produced and placed in theaters by the company's advertising agency working through one of the theater-screen advertising film distribution firms. Any of these firms can arrange for any available theater in the country, thus eliminating detail for the advertiser and agency. Details as to shipment and cleaning of prints also are handled by the film distribution company. In this program, the manufacturer pays the total cost of production and distribution.

### A National Program

The national program is illustrated by the Bankers Life and Casualty Company of Chicago.

In allocating advertising dollars for the policies offered under its White Cross Plan, the Bankers Life Company must have the following information: The cost per inquiry which results from the advertising; whether

or not the inquiry can be considered a lead; the cost per sale resulting from the lead; the size of the sale (figured as amount of premium resulting per advertising dollar), and lapse and loss ratios on policy sales resulting from the advertising.

Bankers Life and its advertising agency, Grant, Schwenck & Baker, Inc., knew that the nature of the theater medium made it possible to achieve the precise measurements required by their advertising. The only question was the effectiveness of the medium to obtain the quantity and quality of inquiries required. Two 120-foot, 80-second color commercials were produced as a test, and run for one week each in 81 drive-in theaters spotted nationally.

Because White Cross insurance is sold through company agents, all inquiries are addressed to the Bankers' headquarters in Chicago, and then distributed to the man in the territory. Thus theater-screen advertising for White Cross is truly national advertising. The fact that theater-screen advertising makes it possible to localize advertising with extreme precision was important in this test. The 81 drive-ins throughout the country in which the test was conducted were not selected because they were in particularly favorable areas, but because they were in areas which would make it possible to project accurately the results of the test for an all-out national campaign.

Following a second 50-theater test and an examination of results, Bankers and its agency decided to imple-

ment a national campaign in both drive-ins and conventional theaters. The quality of inquiries was good, with a high ratio of seriousness of interest as well as buying power. A good percentage of inquiries came from young married couples.

Bankers' assistant advertising director, Edward Condon, believes that theater-screen advertising makes it possible to dramatize the benefits of the product or service more graphically than any other medium except TV. When a very large screen and color are involved, the message is more effective.

The large screen makes it possible to bring home dramatically to the audience the seriousness of the situation and the relief from anxiety afforded families which are protected by White Cross.

In addition to the opportunity to present a sales message, Mr. Condon feels that the motion picture theater offers other advantages. It provides the advertiser with a virtually captive audience, and it provides an atmosphere of receptivity because the movies are entertainment.

#### Dealer-Manufacturer Campaign

The second program is the dealer-manufacturer campaign in which the manufacturer splits the expense with the local distributor. This usually involves manufacturers who retail their products through local franchised dealers. Working with one of the theater-screen advertising production and distribution firms, the manufacturer or his agency produces a series of films which are then released to the more than 350 salesman who blanket the country for the five major advertising film companies. These salesmen call on the manufacturer's local dealers, and arrange with them to present a schedule of the commercials on local theater-screens. A trailer identifying the local dealer is spliced to the film. The local dealer has the prerogative to decide whether he will participate in the plan. Screening charges are usually paid by him but, on some occasions, are divided with the manufacturer on a cooperative arrangement.

One of the most important elements in successful advertising for a manufacturer is the type of dealer cooperation that he can count on for his program. This is necessary in the appli-

ance field, where each year brings new products to the market and new customers to be sold.

Maytag has found that dealer cooperation and participation can be assured in a theater-screen advertising program.

#### Maytag Early User

The Maytag Company has used theater-screen advertisements for ten years, and in that time, thousands of Maytag dealers have employed screen commercials to boost Maytag products and service. Nearly \$1 million has been spent by the dealers in putting these filmed messages in the theaters of the nation.

In 1958, for instance, there were 12 films in the Maytag series which show its new line of washers and dryers. There is one film which stresses the service parts department of the Maytag dealer. And there are more on other Maytag home appliances. Dealer messages can be framed individually for the local dealer, or can be added to a standard 20-foot message supplied by the advertising department.

As soon as a new product comes off the assembly line, Maytag makes contact with the theater-screen advertising firm handling its commercials to produce a color playlet of the appliance's best selling points.

Then the field force of the theater-screen advertising companies goes into action, enlisting the cooperation of Maytag dealers and placing the advertisements in their local theaters.

James Boyer, of Maytag's dealer advertising department, reported that one of the major attractions of theater-screen advertising is that the dealer can pinpoint his sales message to the areas in his community closest to his outlet. At the same time, Maytag is building national impact of a quality product.

The Maytag Company pays the total production cost of all the commercials and prints, with the dealer paying the screening fee in the theaters he chooses.

There is also a third, or local program, providing small businessmen with an inexpensive and highly selective medium. Syndicated films provided by the advertising film companies for many types of retail businesses can be selected, and the individual retailer's identifying trailer can be spliced to it. ■

### Reach a New Market in a Big Way!

Farm Store Merchandising — a relative newcomer to the Miller Publishing Company family — has a success story that reads two ways:

1. Its warm reception by over 30,500 farm store owners . . . men who have found its modern merchandising and profit-making ideas a real help in setting their own buying, selling and management plans.
2. Its endorsement by "blue chip" advertisers — over 100 of them — who are running continuing campaigns in Farm Store Merchandising. They have discovered that the farm store is an important outlet for their products . . . in many cases a big new market.



published exclusively for farm store managers. Write:

#### The Miller Publishing Company

2501 Wayzata Blvd.,  
Minneapolis 40,  
Minnesota  
... business journalists  
since 1873



New York  
Chicago Kansas City

## TELE-URBIA:

### The Market-Media Continuum

(This gets deep later on)



THERE'S a new reality in marketing. Corinthian's name for it is Tele-Urbia. The Einstein-like phrase above describes it beautifully. Now all we have to do is define the description. Hold onto your hats.

America's flowing, exploding population is changing conventional marketing ideas. Data for traditional "metro markets" fail to reflect the change. New residential, industrial and transportation patterns alter marketing and media patterns. Industry disperses. City department stores and supermarket chains become retail networks serving scattered focal points for shoppers. In customs, spending power, and consumption, farm families look like suburban families. New transportation networks tie clusters of miniature metropolises together around larger metropolitan centers.

What medium ties the clusters together? Television. In communication between seller and consumer the clusters—and areas between—are made cohesive by the television signal.

That's the new dimension of marketing. The

medium employed as the major sales instrument delineates the market covered, transcends city, county and state boundaries, forms a market-media continuum. Corinthian's name—Tele-Urbia—suggests the urban origin of a television signal whose contour determines the size of a market. The name is new. The concept isn't.

Anheuser-Busch recognized the concept in marketing Busch Bavarian beer. They discarded conventional metro market definitions, marked out "media coverage areas," built a distribution pattern based on television signals, fashioned sales territories, wholesalers' coverage areas, and retail effort after television's superior market coverage, achieved signal success in a remarkably short period.

The Busch Bavarian experience points the way to a profound change in marketing theory and practice. Key to the change is television.

In purely physical terms—ignoring positive values of impact, sight, sound and motion—television best meets modern marketing requirements.

*Responsibility in Broadca*

## THE CORINTHIAN

# National Advertisers Should Use Local Approach

By Arthur Bellaire

A RESPECTABLE NUMBER of TV station managers around this country have separately arrived at the same conclusion: that many national advertisers are missing a bet in daytime spots. Might be a point here.

From these stations have come comments like these:

"In my opinion, any advertiser who is selling a high consumption product could benefit from the association of a well-known local personality."

"Our production department goes all-out when a national advertiser turns to our station to produce or develop its commercials."

"National advertisers place too much emphasis on rating points—not enough on the local acceptance angle."

"Our mail is filled with viewer compliments for local personalities. They rarely mention the Rex Marshalls."

The station men have, in a word, little sympathy for what one called "the national personality embalmed in film." They can't understand why so many agencies send them so much film and ask so little of their individual selling talents.

## National Advertiser's View

Of course, there's something reassuring to the national advertiser when he relies on film commercials to deliver uniform performance. Under his control, wherever they may appear, are the proper sales points in their proper order. His "image" never wavers.

Furthermore, where such factors as tricky demonstrations, outdoor sets, or precise lighting are involved, film is obviously the only universal answer at the moment.

Yet the fact remains that among the hundreds of stations are scores of professional local personalities, many with their own programs, with a unique selling power. They are re-

spected, believed, and trusted by their audiences. They are able to sell in an intimate manner that very few national personalities have been able to equal. Come to think of it, how many Godfreys, Marshalls' and Moores have there been in this first decade of national television?

Leaning on local persuasion is not exactly a new idea, but probably few advertisers to date have done it in any depth. How would one go about going all-out, provided his was the type of product and sales philosophy to justify personal selling? Time buyers are busy enough without complicating their lives with the abilities and reputations of every Joe Salesman from here to Alaska.

The existence of these personalities has never been a secret. But seeing them perform has been quite another thing. An occasional kinescope, an inadequate sound tape, a glossy photo—nothing yet has given the agency or the advertiser anything approaching a complete picture. A few are well-known and often used by national advertisers. But most remain known only to their local faithful.

## Videotape May Help

Videotape could some day change all this. There are 142 stations already equipped. It seems inevitable that the larger agencies will be, too. What would be an easier way for the local personality in Iowa to become known to the big agency in New York? The alert agency will encourage stations to send them tapes showing these local salesmen and saleswomen in action. The alert time buyer will see to it that the alert copywriter reviews these tapes for the types of products that might benefit from this personal treatment.

Realistically, the local personalities will never dominate the spots of natural advertisers. Perhaps, though, the film habit has cost some sales. Possibly there's a future in tying the message to a local star—even if it's as simple a change as leaving the end open for the local bonus, or mixing the personality with film clips. Might be interesting to explore. ■

Arthur Bellaire is vice president of Batten, Barton, Durstine & Osborn, Inc. and author of a book published last year entitled, "TV Advertising."

**KOTV**  
TULSA (Petry)

**KHOU-TV**  
HOUSTON (CBS-TV Spot Sales)

**KXTV**  
SACRAMENTO (H-R)

**WANE-TV**  
FORT WAYNE (Petry)

**WISH-TV**  
INDIANAPOLIS (Bolling)

**WANE-AM**  
FORT WAYNE (Petry)

**WISH-AM**  
INDIANAPOLIS (Petry)

STATATIONS





## Politz study documents 225

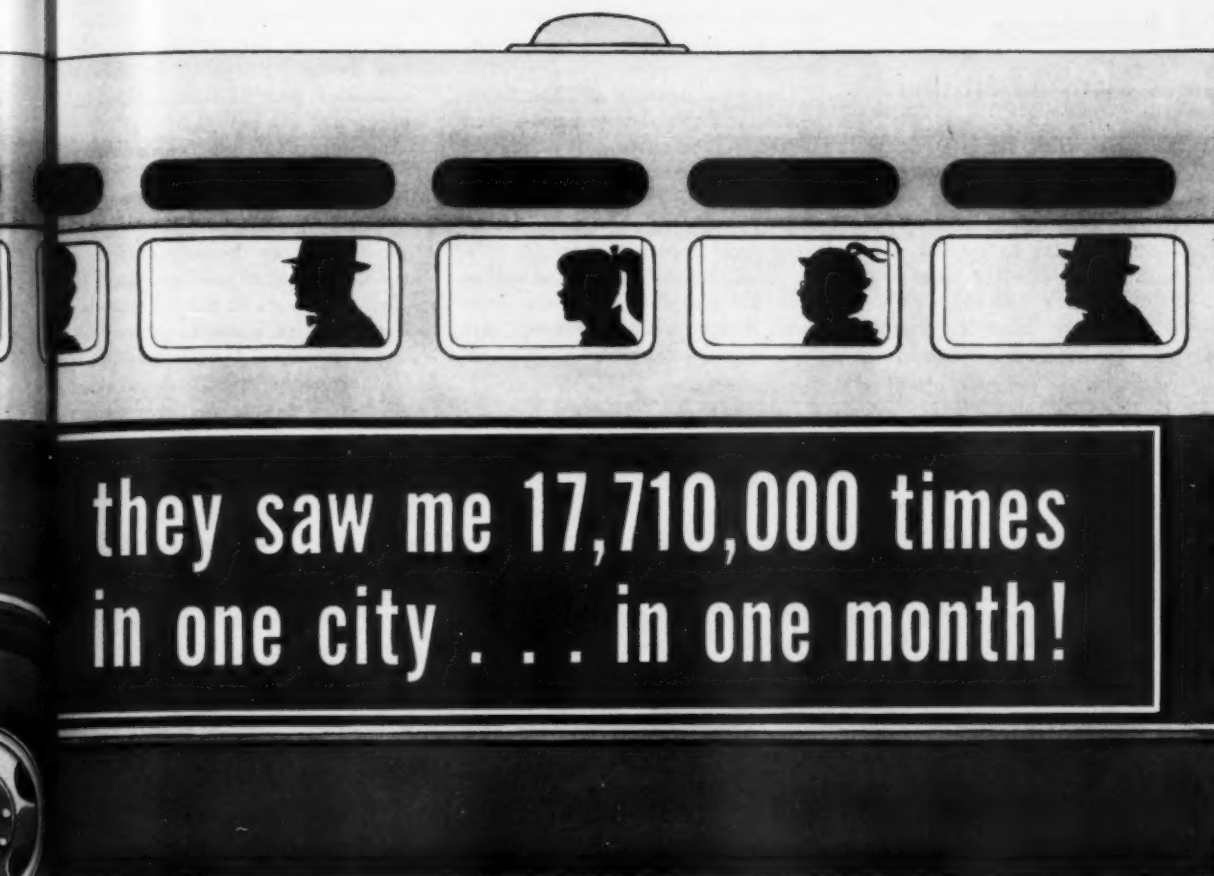
**Proves transit posters' power-to-reach-the-people  
at 31¢ per thousand actual exposures!**

We are proud to present our new Politz Study of Outside Transit Poster Exposure. We believe it is one of the most accurate and conservative media studies ever made.

This Politz survey . . . a pioneering advertising exposure study . . . documents for the first time the *actual* advertising exposures delivered by outside transit posters.

### A New Survey Technique . . .

Using a unique photographic method developed especially for this study, the Politz organization photographed the people on the streets . . . and counted only those who were *actually* exposed (those persons who had *both eyes* clearly visible in the photographs). The study revealed that a full showing of 150 transit posters in Philadelphia delivers 17,710,000 *actual* ad exposures in a 30-day period. At the one-month rate, that's 3225 actual exposures per dollar!



they saw me 17,710,000 times  
in one city . . . in one month!

225 actual ad exposures per dollar!

#### Mass Coverage at Reasonable Cost . . .

Compare transit posters' power-to-reach-the-people in terms of its reasonable cost . . . 31¢ per thousand actual ad exposures.

Do you know of another national mass medium that delivers this volume of ad exposure at a *reasonable* cost . . . that will enable you (within your budget) to keep your message *continually* in front of nearly everybody in town?

#### We Believe . . .

This pioneering ad exposure study deserves thorough consideration by you, and every advertiser and agency that sells a mass-market product.

A complete report in booklet form, plus a color-sound film that will give you the details about this unique media study, are available.

Tell your local NATA member or NATA Headquarters you want all the facts on the Politz Study.

**NATA**

NATIONAL ASSOCIATION  
OF TRANSPORTATION  
ADVERTISING, INC.

500 Fifth Avenue, New York 36, N. Y.

## TvB Presentation Urges More Advertising

**T**HE THUNDER HEARD in the Waldorf's Grand Ballroom one morning last month was a warning to advertisers from the Television Bureau of Advertising to keep up with the times. More effective, more efficient, and faster advertising are needed today to keep the steeply climbing growth curve of our con-

sumption economy from leveling off, from stagnating into an exponential curve.

That's the message of "The Exponential," TvB's latest large-screen Cellomatic presentation. It points out that there are more non-customers than customers of any given brand, thus representing an opportunity to apply such modern tools of advertising as motion and emotion as well as sight and sound to reach new prospects. And to reach a prospect, says TvB, it is necessary not only to at-

tract and intrigue, but also to *intrude*.

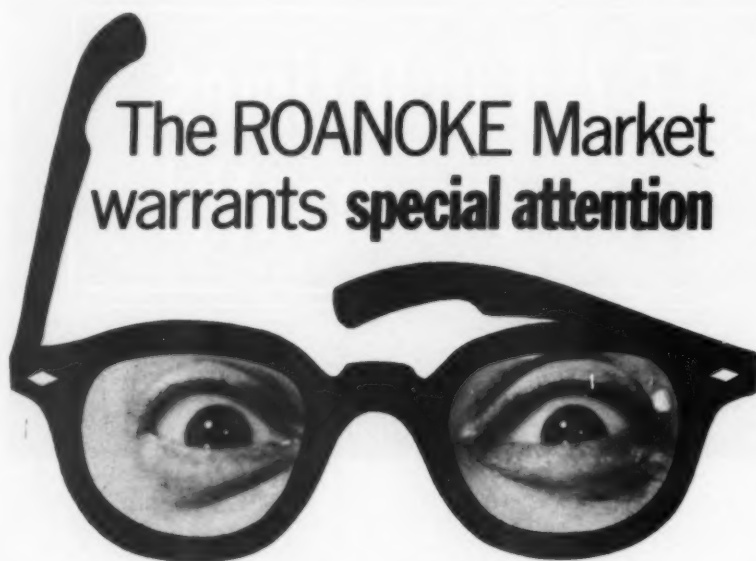
Muffing this opportunity can only mean being left behind in today's accelerated pace of living, working, and competitive selling.

In support of television's ability to intrude is this testimonial by K&E's Max Ule—one of several top marketing minds quoted by TvB: "I distinguish between dynamic and static media. A dynamic medium is one in which the recipient has to make an effort to escape exposure to the commercial message. A static medium is one in which he has to make an effort to obtain exposure to the message. Television and radio are dynamic media."

An example of an advertiser who is keeping pace with modern marketing techniques was furnished by Anheuser-Busch. This brewer reorganized its distribution areas to coincide with TV signal reach, rather than with state or county lines.

Moral drawn by TvB: "What counts is not where advertising originates, but where it hits."

This presentation does not purport to be an answer to the Magazine Advertising Bureau's study called "The Profitable Difference." Actually, it was in preparation long before the MAB presentation was first shown. ■



## The ROANOKE Market warrants **special attention**

because it is over **TWICE** as  
large as its Metro ranking  
shows!

More and more agency men, advertisers and marketers question market decisions based exclusively on the Standard Metro Area concept.

Like many other markets in the Nation, Roanoke, Virginia, warrants special attention. The Roanoke Times and The Roanoke World-News market covers a 16-county-plus area where there are 596,930 people. You can't measure this market with the SMA yardstick!

Roanoke is a "Burgayne" Test City with Spot Color

**THE ROANOKE TIMES and  
THE ROANOKE WORLD-NEWS**

National Representatives: SAWYER, FERGUSON, WALKER CO.

The Daily Newspaper Is The Total Selling Medium



**HERE  
ARE  
THE  
FACTS!**

Write, wire, phone our national representatives, or The Roanoke Newspapers for your copy of the brochure "Metropolitan Areas vs Total Newspaper Markets".

### CLEVELAND GROUP ACTS

The Cleveland Agency Media Group has requested publishers to include more insert rates and specifications in rate cards and SRDS listings. Appeal was prompted by increasing use of special units.

### AFA CLEARING HOUSE

A new Information Clearing House has been opened by the Advertising Federation of America in New York City. Library contains literature on marketing and advertising, indexes to business publications, and research source material from government and industry. Directories and films on marketing education and careers are also available.

### REGIONAL EDITION

A Metropolitan New York Edition of *Reader's Digest* covering 18 counties in New York, New Jersey, and Connecticut will bow April 1960.

**still  
basic**

**RRR** **RAPID READER RESPONSE** is today—will remain—the goal of every company investing in magazine advertising. For either the reader reacts immediately in some way . . . or he never reacts. Either an advertisement builds preference for a product or company . . . or incites action . . . or it does nothing. The success of your advertising, then, must be measured in terms of reader response . . . ad-for-ad, by inquiries and readership scores . . . cumulatively, by reader surveys . . . ultimately, by your company's sales curve.

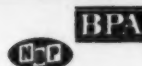


Perfect match between editorial concept and circulation is the source of all reader response. Editorial pages must respond to the immediate needs of readers. Circulation must simultaneously respond to new personnel, new departments, new industries. That's why readership—the starting point for every variety of reader response—consistently scores far higher in MACHINE DESIGN. And inquiries—the action response—are naturally higher in quantity and quality from advertising placed here. No wonder the majority of advertisers interested in SELLING to the Original Equipment Market prefer to gear their marketing plans to MACHINE DESIGN . . . the magazine of RAPID READER RESPONSE.

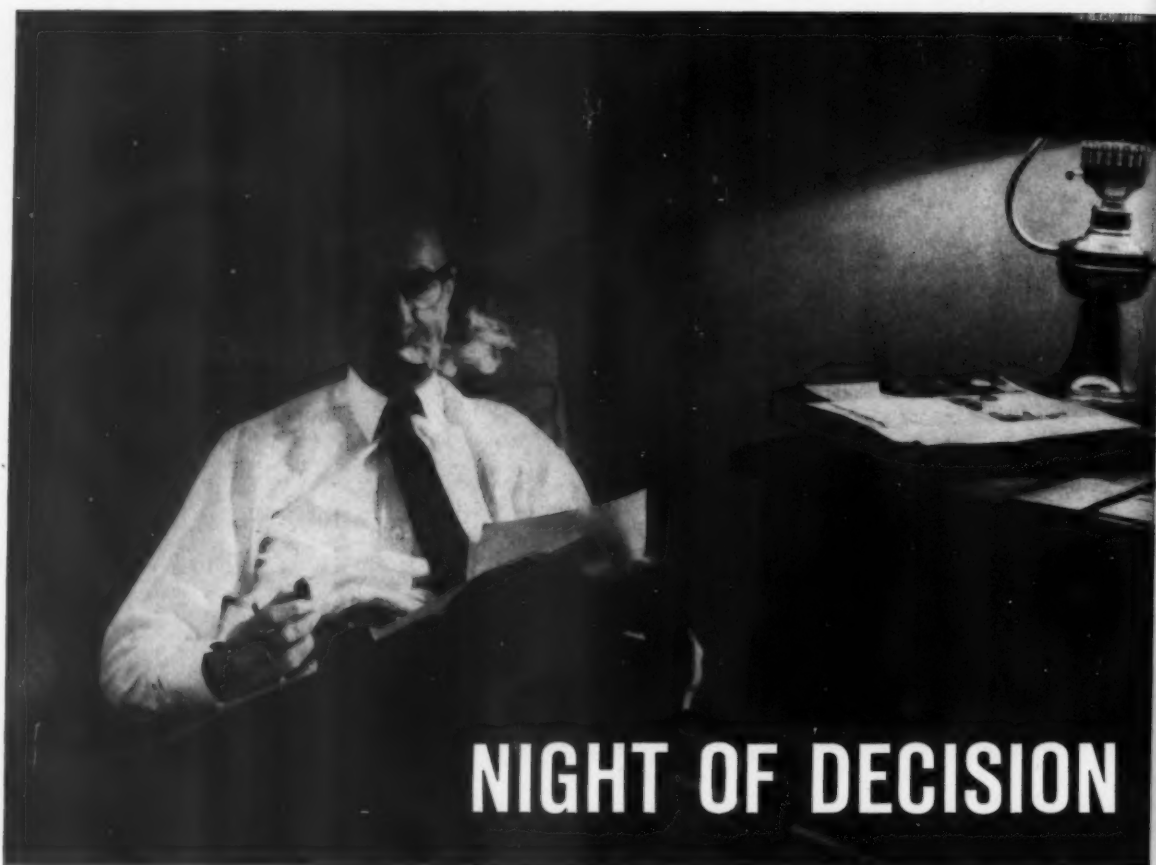
**MACHINE DESIGN**

a **Penton** publication

Penton Building, Cleveland 13, Ohio







Herb Selby, Vice President in Charge of Media, Meldrum & Fewsmith, Inc., Ohio's largest advertising agency; at home in his den—alone with his media decisions, and SRDS.

## NIGHT OF DECISION

### Which media will win tonight?

This is a side of the media executive's life you may not know much about. But it goes on all the time.

Long hours at home in studious contemplation of the total marketing plan on which an agency's media schedules are based... reviewing the impressions from innumerable interviews with representatives... sorting all the data developed by his media buying team... rechecking, re-evaluating every medium under consideration... up to his cigar in SRDS, again, as he and everyone else who gets into the media-buying act are in *all* of the 101 buying actions that ultimately put you on or keep you off his client's schedules.

He, and they, may remember some of the impressions your representatives and your general promotion have made in the past...

### but who is selling them now?

*With a properly planned, strategically positioned Service-Ad in SRDS*

**YOU ARE THERE** *selling by helping people buy*

### SRDS Standard Rate & Data Service, Inc.

*the national authority serving the media-buying function*

Walter E. Botthof, Publisher

5201 Old Orchard Rd., Skokie, Ill., ORchard 5-8500

Sales Offices—Skokie, New York, Atlanta, Los Angeles



ADV  
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Sunday Sup  
General Mag  
Business Pa  
Farm Publica  
Network Tele  
Network Tele  
Talent  
Soul Televisi  
Ordinar  
\*Revised sl  
Media/scope

## ADVERTISING EXPENDITURES:

### Third Quarter Advertising

National advertising volume still shows the effects of reduced spending in the recession year of 1958. Among some media, gains this year over last seem nothing short of miraculous. But these were the media which suffered most last year; contrasted with the base year of 1956 their progress is steady but unsurprising.

Magazines, for example, are doing well (the third quarter index figure represents a record high), but not so well as the 18.5 per cent increase in the third quarter would suggest. Most of the increase, incidentally, was in general monthlies.

Newspapers also have made a nice recovery, although most of the increase has come from the automotive classification. The shutdowns in Detroit resulting from the steel strike will probably affect newspaper lineage seriously in the fourth quarter.

Business publications are recovering lost ground; for the first time this year, volume exceeds that of 1957, though only fractionally.

Other media are in better shape. Nationally distributed Sunday magazines, for example, show a loss from 1958 levels. But 1958 was an abnormal year for the medium. As advertisers, especially food, drug, and toiletry advertisers, reduced expenditure in general magazines, pressure was increased in supplements to maintain some print franchise in urban markets.

Network television talent expenditures show an index loss from 1956 for the quarter. But this merely reflects the trend during the summer to low-cost reruns and summer replacements.

Here are the cumulative figures for the year to date:

	\$ Volume	Index 1956 Base Year	% Increase (Decrease) Over 1st 9 Months 1958
Newspapers	\$512,240,000	105.4	15.6%
Nationally Distributed Sunday Supplements	68,891,000	134.9	( 7.1)
General Magazines	829,788,000	107.0	11.2
Business Papers	385,989,000	116.6	8.2
Farm Publications	40,253,000	96.6	4.8
Network Television	451,013,000*	127.5	10.6
Television Talent	255,258,000	114.0	10.1
Spot Television	446,904,000	144.5	18.2
Outdoor	87,100,000	96.0	1.0

\*Revised since publication of Second Quarter 1959 Index.

Media/Scope, January 1960

## In Spokane's \$2 Billion Market...

### KREM-TV "Profile" Series wins viewer interest!

Profiles of over 100 key communities in the KREM-TV \$2 Billion Market bring new viewer interest plus plaudits from viewers, school authorities and students. Even daily and weekly newspaper editors cooperate to help make this series authentic, topflight and overwhelmingly accepted.

Local Schools have even assigned classes to view, and report on this series!

KREM-TV's news, with emphasis on fast, accurate coverage (a retraction has never been necessary) pays big dividends when you invest in spots and programs. KREM-TV is Spokane's foremost news station... Spokane's foremost media value!



#### Community Profile series

... now being filmed by KREM-TV's News Editors, depicts weekly in NEWSBEAT premium "A" time the historical, economic, industrial, cultural and local highlights of each of the scores of communities in the \$2 Billion Spokane Market.

#### Schools Praise Program!

Typical of the comments from local educators are excerpts of recent letter from H. W. Coman, Spokane Public Schools' Director of Instructional Aids Service: "... I congratulate KREM... meeting a very definite need in Washington History classes, as well as in our elementary Social Studies."

# KREM-2

TELEVISION

Spokane, Washington

Represented by



The Original Station Representative



Howard G. Sawyer

# Obsession With Inserts

**T**HE CURRENT OBSESSION with inserts is doing something to business paper advertising that I don't like. It is creating a gray area of pricing.

When you want to run a one-page-plus-color ad, you can open up Standard Rate & Data and find out how much you'll have to pay for the privilege. And you can be sure that you'll be paying the same rate that other advertisers are paying for the same unit, same frequency.

But when in a frenzy to take advantage of the new looser limitations on inserts and thus "steal the book," you work up a triple-gatefold, one-third page high and two-thirds page wide, with a pop-up, printed on Kleenex, you can practically name your own price.

The way you do this is by playing one publisher off against another.

You call the first publisher and describe what you've got in mind; when he stops salivating, he does a few quick calculations and gives you a price. Then you call Publisher No. 2 and get his price. Whoever came up with the higher price—you call him back. Each time you get a better price, you call the other publisher back.

You can't blame the advertiser or agency for doing this. It's just good business to try to get the best possible price. What should the publisher do about this?

First, if he's willing to junk up his property with a lot of crazy, attention-getting-and-not-much-else inserts, then he should have his competition in mind when he makes his bid (not afterwards) and stick with his price. (In fact, a space buyer would do well to put a little black mark down alongside the name of any publisher who

allows himself to be tempted into a bargaining act.)

Second, he should set up some standards of pricing and put them down on paper—preferably on his rate card. If there are too many combinations of trick folds and cutouts to make this feasible, then he should sell *surfaces*, with a minimum price for each surface.

Best of all, the publisher should put a ban on inserts, because the whole idea of inserts is inimical to the interests of two parties to whom the publisher is beholden: the small-space advertiser and the reader.

I declare that it is unfair to the regular advertiser—no matter how small the space he is using regularly may be—to have to suffer the competition of blockbusters.

And I declare it is a nuisance to the reader to have inserts jumping up at him all through a magazine he is reading in order to pick up some useful information.

The advertiser who has fallen in love with the insert has lost sight of the main difference between industrial and consumer advertising. And that is that the intelligent buyer reads the advertising as part of his business; he doesn't have to be bludgeoned by attention-seeking devices and book-stealing inserts.

It has gotten so that a regular full-page advertiser is sort of a piker. The only advantage left to him is that he can find out how much his ad costs by looking it up in Standard Rate & Data.

### Media Preference Studies

Knowing my distrust of media research, a publisher has asked my opinion of a standing offer he makes

to manufacturers and agencies in his field: to print two-way post cards with any wording desired, to be sent to any list, with cards returned to company or agency for scoring.

At first glance, nothing could be fairer. The publisher's only participation is paying the bill; all he asks is to see a copy of the results.

I do not believe that most media research I see is dishonest; almost all of it, I am sure, is conducted with honest intent. (What I *don't* see, I won't remark about.) My objection to media research is on the grounds that it is not conducted intelligently and, so, runs into inadvertent error—error in execution, error in interpretation.

My answer to this well-intentioned (and apparently very confident) publisher is: the media preference study is not a reliable measure of reader behavior. No matter how honest the intent, no matter who conducts the survey, no matter who pays the bill, the media preference study is, at best, an inaccurate measurement of what people *think* (or would have *other* people think) they prefer.

The margin of error is great. The list may not be good, the sample may be un-characteristic of the list. The questions may have a built-in bias. Not all people respond—the non-respondents may think altogether differently about the matter from the respondents. People don't tell the truth. And so on.

That is why publications like *Life* and the *Post* go to such extremes as the "glue-spot" device: because they cannot trust people's testimony (and they know their customers won't).

In too many cases, people do exactly the opposite of what they say they do.

simple **1**  
as

**2**



**3**

to get  
the  
big orders  
in  
radio-electronics



**The Institute of Radio Engineers**

New York 36, N. Y. • MUrray Hill 2-6606

Boston • Chicago • Minneapolis • San Francisco • Los Angeles

In selling as in any other field, there's an easy way and a hard way to get more business. Successful radio-electronics manufacturers have found it's as simple as 1-2-3 to get the big orders in radio-electronics by taking advantage of the three important services offered by the **Institute of Radio Engineers**.

**1 PROCEEDINGS OF THE IRE gives them the right audience for their product!**

Advertising in **Proceedings** reaches a select audience of bona fide radio-engineers—57,334 (ABC) of them—plus 13,976 student members who will be the leaders and buyers of tomorrow. 61,957 (net paid) readers "digest" **Proceedings** every month for its extensive authentic, basic and current information. Product advertising gets the same kind of attention from these alert readers.

**2 IRE DIRECTORY classifies their product!**

Called the "Bluebook" of the radio-electronics industry, this unique Directory not only classifies 4,000 manufacturers and 1500 distributors of radio and electronics equipment along with their product list, but also gives the business phone numbers of 3,500 firms. It is more than 1,100 pages long, and reaches over 56,000 of the right people.

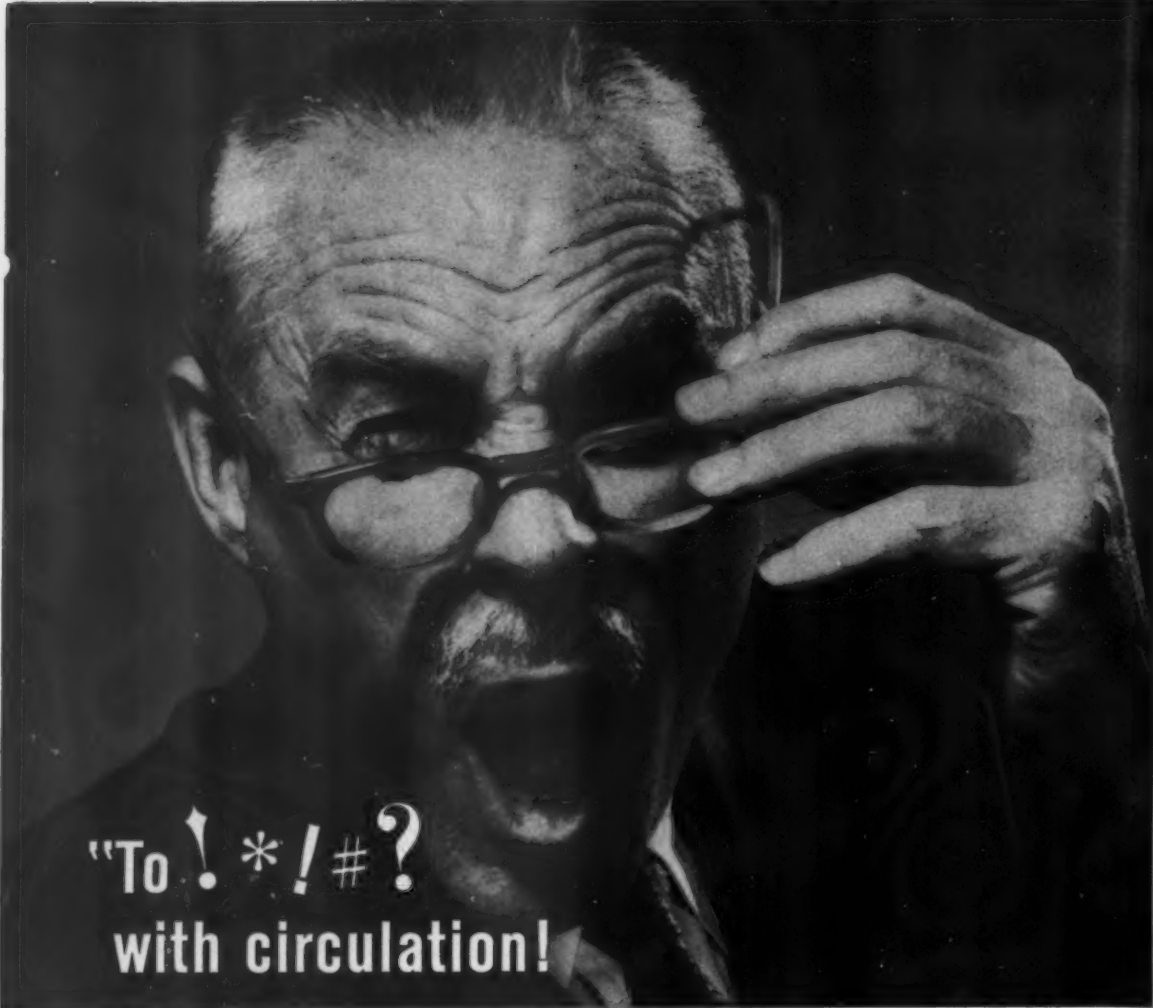
**3 RADIO ENGINEERING SHOW demonstrates their product!**

Last year, over 60,000 radio-electronics engineers flocked to New York's huge Coliseum to see and listen to the "new ideas" in their fast-moving, fast-expanding field. 950 exhibitors filled all four floors of the Coliseum with new equipment. Every radio-electronics manufacturer has an equal opportunity to show his product, but space goes fast, so be sure to reserve yours, now.

Yes, it is as simple as 1-2-3 to get the big orders in radio-electronics by using these three **Institute of Radio Engineers'** services. For all the details, contact:

Adv. Dept. 72 West 45th St.,





**"To ! \* ! # ?  
with circulation!**

## **I want to know the readeration"**

The man knows that circulation can only take a magazine to a purchasing agent's office. It's what happens after it gets there that counts.

Advertisers and ad agencies have put much time and effort into finding out what happens when a magazine like PURCHASING reaches the desks of industrial buyers.

One approach, editorial analysis, evaluates publications in terms of their helpfulness and usefulness to readers. On this score PURCHASING Magazine is tops.

Another approach measures the amount of time purchasing agents spend with an average issue. Independent studies show that PURCHASING Magazine outstrips its field by far.

A third technique is based on reader preference

studies. We never make these studies ourselves. But PURCHASING Magazine comes out on top in every independent survey we've ever heard about, and we've seen a lot of them. Even surveys that include executives other than purchasing agents show that PURCHASING ranks at or near the top among *all* business publications.

If you're looking for "readeration" that sparks reader-action from your advertising, look over the evidence. Our nearest representative has it ready for you.

**PURCHASING MAGAZINE** 

A CONOVER-MAST PUBLICATION 

the news and methods magazine for industrial buyers  
205 East 42nd Street, New York 17, New York

DAY-  
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with a  
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## DICTIONARY OF TERMS USEFUL TO BUYERS OF MEDIA



*stands for —*

**DAY-GLO**—The commercial name for a paint and ink with fluorescent qualities used in outdoor advertising. There are a number of similar products on the market with different names.

**DEADLINE**—A medium's final acceptance date for advertising material necessary for the completion of a particular operation in the publication of an advertisement.

**DEALER IMPRINT**—Dealer's name and address in an advertisement prepared by a national advertiser for local insertion, generally added after the advertisement has been placed.

**DEALER TIE-IN**—A manufacturer's advertisement, paid at national advertising rates, which includes a listing of local dealers. Not to be confused with cooperative advertising which is paid at local advertising rates.

**DECALCOMANIA**—A process using a printed design which when moistened, slips from backing papers and is transferable to another surface. The design is popularly known as a DECAL.

**DECK**—One of the divisions into which a headline may be divided.

**DELAYED BROADCAST (D.B.)**—A program transcribed to be rebroadcast at a different time or on a different station.

**DELUXE URBAN BULLETIN**—In outdoor, a painted bulletin, 13 feet 4 inches high and 46 feet 10 inches wide, excluding base.

**DEMAND**—The effect of all marketing factors on consumer purchases.

**DEMOGRAPHIC CHARACTERISTICS**—The vital statistics of a population or a sample.

**DEPTH OF A COLUMN**—The agate line or inch measurement of the length of a column from top to bottom.

**DEPTH OF FIELD**—A camera's range.

**DEPTH OF FOCUS**—The degree to which a camera lens may be moved and still retain focus on an object.

**DEPTH INTERVIEW**—Popularly, a research interview conducted without a rigid questionnaire and with limited interference by the interviewer, in which respondents are encouraged to speak fully and freely about a particular subject.

**DIAL SHOPPER**—Individual who makes his listening or viewing selection by switching the dials of his set.

**DIARY METHOD**—A research technique in which a sample of people or homes record in diaries their listening, viewing, or reading activities within a specific period of time. Also used in recording brand purchases.

**DIORAMA**—1. A point-of-purchase display in color, usually illuminated, often three-dimensional, and in motion. 2. In television, a miniature set, usually in perspective, used to simulate an impression of a larger location.

**DIRECT ADVERTISING**—Advertising through a medium within an advertiser's control—direct mail, canvassing, etc.

**DIRECT MAIL ADVERTISING**—Advertising sent by mail but not within the context of other media.

**DIRECTORY TYPE ADVERTISING**—1. Advertising in a directory. 2. Popularly used to signify any advertising which consumers may deliberately consult, i.e., department store advertising or food advertisements.

**DISPERSION**—In statistics, the range of elements on either side of the distribution mean.

**DISPERSION PATTERN**—1. The tuning destination of a broadcast audience at the end of a program. Part of the audience will remain with the station, part will turn to another station, others will tune set off. 2. Theoretically, the ideal number of messages necessary to achieve an advertising objective in terms of coverage, frequency, and continuity.

**DISPLAY ADVERTISEMENTS**—Newspaper advertisements designed to attract attention by the use of layout, variety of type, and illustrations.

**DISPLAY ORDER**—In retail advertising, an advertisement which is set in type with the proof sent to the store pending publication. Also known as a WAIT ORDER.

**DISTRIBUTION**—The outlets through which a manufacturer's product is sold.

**DISTRIBUTION, EXCLUSIVE**—Situation in which the outlet for a manufacturer's product is limited to a single dealer within an area.

**DISTRIBUTION, OPEN**—Situation in which several dealers in an area carry a manufacturer's product.

**DISTRIBUTION TABLE (FREQUENCY TABLE)**—In statistics, the arrangement of data from the highest to the lowest measurement, which shows the number of times (frequency) each element appears. The table is arranged in STEPS, each step containing an upper and lower limit, into which each element is appropriately placed.

**DISTRIBUTION, CURVE OF**—The graphic presentation of facts contained in a distribution table. It is also called the BELL-SHAPED CURVE, since frequencies are always largest in the center and diminish at either end of the table. It is also called the CURVE OF NORMAL DISTRIBUTION.

BUTION. See GAUSS'S LAW.

**DISTRIBUTOR**—1. The person or agency responsible for the marketing of a manufacturer's product. 2. The person or agency responsible for shipping and servicing syndicated films. 3. The person or persons engaged in selling publications to dealers through wholesalers.

**DOUBLE EXPOSURE**—In television film syndication, a film shown twice over different stations during the same week.

**DOUBLE PYRAMID**—Newspaper make-up form with advertising placed on both sides of a center section of editorial matter.

**DOUBLE SPOTTING**—In broadcast, two commercials placed within one station break.

**DOUBLE SPREAD**—In print, two facing pages used for a single, unbroken advertisement. Also called **DOUBLE-PAGE SPREAD** and **DOUBLE-TRUCK**.

**DOUBLE SYSTEM SOUND**—In television production, a system which uses one camera to take a picture and another film to reproduce sound portion.

**DOUBLE-TRUCK**—In print, a double spread.

**DROP-IN**—In broadcast, a local commercial inserted in a nationally-sponsored network program.

**DROP SHIPPER**—A person or company which sells a product to a consumer which the manufacturer delivers.

**DUE BILL**—1. In a broadcast barter deal, the amount of time acquired by a film distributor, owner, or producer from a station. 2. An agreement between an advertiser (usually a hotel or resort) and a medium involving the equal exchange of the advertiser's service for time and space. If negotiated by an advertising agency, it is commissionable.

**DUMMY**—1. In direct mail, a model for a direct mail piece indicating its proposed shape, size, weight, and layout. 2. In periodical publishing, pages on which proofs or facsimiles of contents are pasted to simulate the proposed issue.

**DUMMY MAGAZINE**—In media research, an imitation magazine placed in a sample of homes to test readership of advertisements and related factors.

**DUPLEX TECHNIQUE**—In broadcast research, telephone coincidental interviewing in which previous 15 minutes listening activity is also requested.

**DUPLICATE PLATES**—Photoengravings made from the original plate negative, used to reproduce an advertisement in several publications within the same time period.



*stands for—*

**EARS OF THE NEWSPAPER**—The boxes or announcements on either side of the name of the paper at the top of the front page, sometimes sold for advertising.

**EFFECTIVE CIRCULATION**—In outdoor, the minimum human traffic with reasonable opportunity to see a display. Obtained by reducing gross circulation figures for automobiles and pedestrians by one half and buses and streetcars by three-fourths.

**EGO IDEAL**—A composite of human characteristics which constitute an ideal toward which a person strives.

**EGO INVOLVEMENT**—The degree to which personality make-up controls a person's behavior toward people, things, products, and services.

**ELECTRIC SPECTACULAR**—An outdoor advertisement, sold individually (not in a showing), in which electric lighting forms the design.

**ELECTROTYPE**—A duplicate engraving which reproduces the quality of the original engraving plate.

**ELEMENTARY SAMPLING UNIT**—The unit to be considered the basis of a sample. It may refer to individuals, families, or any element which contains the characteristic to be measured.

**E.D.**—In newspaper insertion order instructions, every day; to be run every day.

**E.O.D.**—In newspaper insertion order instructions, every other day; to be run every other day.

**E.O.W.T.F.**—In newspaper order insertion instructions, every other week until forbidden; to be run every other week until told to stop.

**ESTIMATING**—The arithmetical process of determining the cost of an advertising media schedule. The person involved in such work is an *estimator*.

**ETHNOCENTRICISM**—A belief in the superiority of one's own group by which judgments of others are made.

**EXPOSURE**—1. The individual's contact with an advertising medium or advertisement. 2. The individual's consciousness of a specific issue, broadcast, or advertisement.

**EXPOSURE, OPPORTUNITY OF**—The degree to which an audience may reasonably be expected to hear or see an advertising message.

**EXPOSURE, DEPTH OF**—The value credited to an increased number of broadcast program commercials or multi-page spreads in the form of heightened consciousness of an advertisement. While the audience for such media usage generally does not increase proportionally with the amount of additional investment made, the depth of exposure tends to provide adequate compensation.

**EXTRAPOLATION**—In statistics, the process which permits the extension of data beyond the range within which the actual data were collected.



The Southwest's  
 "Quality"  
 TV Buy

- ① **KROD-TV** EL PASO
- ② **KVII-TV** AMARILLO
- ③ **KOSA-TV** ODESSA-MIDLAND



# TV delivers 3 out of the top 4 BIG "Spendable Income" MARKETS in Texas

C. S. I. Per Household

by Metropolitan Areas\*

1. Odessa-Midland . . . . . \$7,349
2. El Paso . . . . . 6,629
3. Wichita Falls . . . . . 6,536
4. Amarillo . . . . . 6,522
5. Galveston . . . . . 6,439
6. Lubbock . . . . . 6,387
7. Dallas-Fort Worth . . . . . 6,373
8. Houston . . . . . 6,368

\*Consumer Spendable Income from Standard Rate & Data, Nov., 1959

The TV Buy

In combined set count...  
 TEXAS' 3rd MARKET

	Set Count**
1. Dallas-Ft. Worth	689,200
2. Houston	488,500
3. The Ty Buy	
Amarillo	109,000
El Paso	95,500
Odessa-Midland	84,100
4. San Antonio	276,300

\*\*Television, Nov., 1959

Trigg-Vaughn Stations

**3** QUALITY STATIONS / **1** NATIONAL REPRESENTATIVE  
 QUALITY MARKETS THE BOLLING COMPANY, INC.



Jack C. Vaughn  
 Chairman of the Board

Cecil L. Trigg  
 President

George C. Collis  
 Nat. Sales Mgr.



## Scope on People

**CITATION** is presented to Ben R. Donaldson (left) by Arno H. Johnson, board chairman, at the recent Annual Business Meeting of the Advertising Research Foundation. Mr. Donaldson preceded Mr. Johnson as chairman.



**NEWLY-ELECTED** members of the board of directors of the Television Bureau of Advertising pose following the Bureau's annual meeting. From left, John Murphy, Crosley Broadcasting Corp.; Clair McCollough, WGAL-TV, Lancaster, Pa.; Donald Kearney, Corinthian Broadcasting Co.; Gordon Gray, WKTV, Utica, N. Y.



**TRUTH IN ADVERTISING:** Adhering to the credo, "It pays to advertise," Enyart & Rose Advertising, Los Angeles agency, announces its intended move to new quarters. The advertisement includes a candid admission of the source of financing.



**YEAR'S HARVEST:** Enjoying themselves at Chicago's annual Farm Harvest Party, sponsored by members of the Agricultural Publishers Association, are William Marsteller (left), Rickard, Gebhardt and Reed, and Wesley Nunn, advertising manager, Standard Oil Company (Indiana).



**THE OUTDOOR ADVERTISING ASSOCIATION OF AMERICA** was honored recently by the National Foundation for its continued support of the March of Dimes campaigns. Here, Odell S. Hathaway (second from right), chairman of the board of OAAA, receives a plaque from Joseph Nee (far right), vice president of the National Foundation. Also participating were Frank Blake (far left) and Arthur G. Petry (second from left), both of OAAA.

# FIRST

in the dominant newsweekly field  
for 1959

Newsweek is **FIRST** in total ad pages,  
**FIRST** in new advertisers,  
**FIRST** in page gains.

More important to you than the fact that Newsweek is first, is the reason *why*: America's leaders—the ones who make decisions and command respect in business, government and the community—get Newsweek so they can be *sure* of what they're reading. In Newsweek, they get reporting that digs deep into cause and effect, trend and meaning, so they can form their own judgments, make their own decisions. In a word, the most *decisive* news-weekly audience in America.

As a consequence, Newsweek is on the up . . . and up . . . in three key trend-setting ways: total ad pages, new advertisers, page gains. Ask your agency.

	TOTAL AD PAGES 1959*	NEW ADVERTISERS**	TOTAL PAGE GAINS*
NEWSWEEK	3,009	183	+264
TIME	2,917	179	+139
U.S. NEWS & World Report	2,687	180	+214

\*P.I.B. 11 months; December, Publisher's Estimate

\*\*Advertising Service Records

*The world-wide newsweekly for communicative people*



## Our Own "Lady Wrestlers"

By Lionel M. Kaufman

Are the media we've always associated with grace and charm heading for a 1960 exhibition of hair-pulling and pummeling? I hope not.



**Elks** Magazine readers again lead more Starch Report classifications than the readers of any other men's magazine surveyed.

Elks lead in income and occupational status . . . travel and apparel . . . auto and home ownership. This leadership means a top opportunity to sell products for business, home and personal use.

To reach Elks, advertise in their own magazine—it's the best way to sell the #1\* men's market.

\*1959 Starch Report...  
ask your local  
ELKS Representative  
to show you a copy.

THE



MAGAZINE

New York, 384 Fourth Ave.  
Chicago, 340 N. Michigan Ave.  
Los Angeles, 1709 W. 8th St.

I think it's significant that, in the 19 months since this column began, the one that has brought in the most mail was July 1958, entitled "The 'Mags' Kiss and Make Up."

Magazine publishers, as well as their trade associations, asked for reprints, and seconded the column's comments on the trend toward cooperation among national magazines, toward selling the medium together, instead of tearing it apart with competitive claims.

"Let's hope that we not only kiss and make up," wrote a top weekly's promotion director, "but that we do one superb job of 'togetherness promotion.'"

That was July 1958. As we head into 1960, my contact with many of the leading magazines convinces me that they have worked sincerely toward that end, and can be proud of their accomplishments.

The reason for this column is that a competitive situation has arisen, which is threatening this record.

### Shifting and Swapping

As most of us know, there was a little shifting and swapping of top-echelon personnel among the women's service magazines recently. One of the Big Three got itself a competitor's editor. The result has had a most gratifying effect on both readers and advertisers. I'm sure it has also emphasized the basic importance of editorial content, and will bring us, in 1960, still more beautiful, more use-

ful women's magazines, better to serve and delight reader and advertiser.

With circulations of all the women's books racing to all-time highs, there's a golden opportunity for research and promotion on the job the women's magazine is doing in entertaining, informing, and selling American womanhood.

This relationship between a woman and a medium involves many qualitative elements worthy of study. I'm sure that a 1960 readership survey would show Mrs. America spending more time than ever before with her magazine, enjoying it more, discussing it more, picking it up more often, trying more of its recipes, its hairdo's, its furniture arrangements, its marital strategies, its patterns—and buying more of its advertised products to accomplish these ends. A golden field, ripe for the harvest!

And yet, the front-line promotion ads of the women's magazines find themselves throwing numbers at one another.

I'm sure they're spur-of-the-moment answers to the other fellow's ad last week. There's that age-old argument between the smaller-page book that likes to measure its content in pages, and the larger-page book that prefer lineage. And a new one, between the leader in circulation today, and the challenger, who's looking forward to tomorrow.

There are many statistical ways of figuring which is the biggest book in any field. My choice is the book that big enough to sell the whole field.

# G. I. JONES -



## BEST EQUIPPED FIGHTING MAN IN HISTORY

The American Armed Forces serviceman of 1960 is a cash-carrying, card-carrying shareholder in America's unparalleled prosperity. As the civilian standard of living has advanced, our cognizant Congress has endowed military personnel with proportionately greater appropriations for pay and allowances.

Today, servicemen and their dependents number nearly 5,000,000; they earn and spend an annual income of more than \$10,500,000,000.

Today, servicemen have *nuclear weapons and new cars, rockets and real estate, sonar and stereo sets*—in short, they are a major consumer

market with a level of *discretionary* purchasing power that exceeds the national average.

Reach, inform, impel and sell American servicemen and their dependents, now. *Their income and demand mean immediate profit. Their image of your brand will influence their acceptance far into the future.*

It can be done—through the sales promotion power of the top-circulation **TIMES Service Weeklies**, the mass coverage media that motivate the massive military consumer market. Write for copies, rates and comprehensive data pertaining to your business. No obligation, of course.



MORE THAN **250,000 NET PAID CIRCULATION**  
 MORE THAN **2,000,000 MULTIPLE READERSHIP**  
 ALMOST **UNIVERSAL MILITARY COVERAGE**

**ARMY TIMES PUBLISHING COMPANY**

**2020 M STREET, N.W. • WASHINGTON 6, D. C.**

U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO  
 FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO





**946,863**  
**TV households**

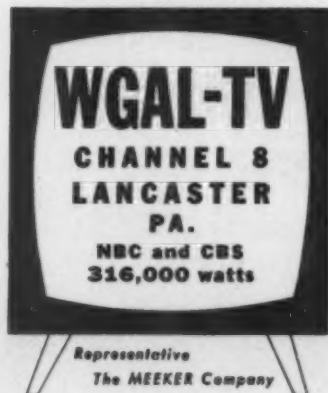
**1,057,725**  
**households**

**3,749,960**  
**people**

**\$6.8 BILLION**  
**annual income**

**\$3.8 BILLION**  
**annual retail sales**

**AMERICA'S**  
**10<sup>th</sup>**  
**TV MARKET**



## A Time-buyer's Handbook



By Isabel Ziegler

**R**EPEATEDLY, a time-buyer is asked some of the same questions. What percentage of all radio or television homes is represented by the top 10, 20, 30, 40, 50 markets? How much will a 12-plan cost in these markets? Three a week? Five a week? Twenty a week? Thirty or forty a week? What kind of rate increases can be expected? What is the cost per thousand? What is the reach and frequency? What is the average rating? Who is reached?

This information is necessary to determine which campaign will fit objectives or advertising strategy. Many preliminary steps must be undertaken before a sound decision can be made as to which plans can be recommended. Copy changes can alter an entire campaign. Perhaps a ten-second television campaign was considered on the first go-around. Suddenly, we are told the product story cannot be told in 10 seconds, and twenty-second announcements must be used. New figures are needed.

### Buyer Starts at Scratch

Yet, it seems with each problem, the buyer generally starts at scratch, with or without an estimator or the help of research. This involves selecting the markets, the stations, the applicable rates, and projecting them. The research involves rating data, audience composition, coverage.

Of course, a time-buyer can apply judgment and experience, and come up with fairly accurate information immediately. There are also some published guides which are of help—Katz' radio handbook or Blair's TV spot estimator booklet.

The booklets are good guides, as

is a time-buyer's experience and judgment. But, the time comes, and most immediately following such preliminary discussion, when a market-by-market breakdown is needed.

Why don't we develop a time-buyer's handbook? Other groups have them—secretaries, engineers, to name a few. Of course, it would be ideal if this project was undertaken by TVB or RAB. Since they have provided us with this, it seems that the media department of each agency should, or if necessary, the time buyer.

### A Handbook Means Work

Setting up a handbook for all the various criteria and their many possibilities would represent many hours of planning.

A handbook of this kind, of course, would have to be updated periodically. Once a year would appear to be frequently enough, provided seasonal variations in reach and frequency were included in the original.

True, all this represents many hours and days of work. Yet, how many more hours and days would be saved? How much overtime? How many estimates would be much more accurate?

In no sense would a time-buyer be replaced by such a handbook. It would take experience and judgment to apply the information. Some plans appear to be workable on paper, but are not practicable because the actual positions are not available. We know all working ramifications of our business except the time-buyer.

A handbook of this sort would be a time-buyer for more visits from salesmen, more trade reading, and more creative thinking.



## Why we don't believe in rule of thumb

How do you measure the advertising worth of a publication? One rule of thumb could be: how many people receive it.

But we believe that the true measure of a publication's worth is the number of people who want to read it. We think this is the only accurate way to put a finger on the active buying influence in any market.

That's why both the quantity and quality of McGraw-Hill subscribers are identified by an actual audit of paid transactions.

This accuracy isn't meant to sharpen the eyes of our bookkeepers. It's meant to sharpen the aim and talents of our editors. They must keep their publications worth paying for, worth reading, worth your advertising dollar.

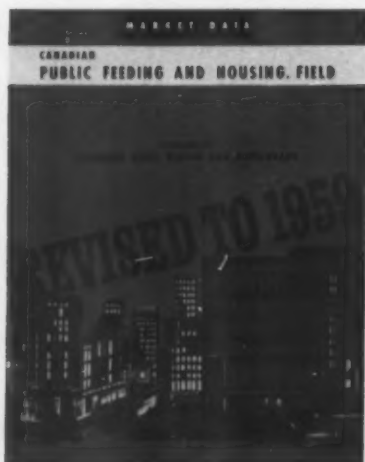
### McGraw-Hill

PUBLICATIONS

McGraw-Hill Publishing Company, Inc., 1221 West 42nd St., N.Y. 20, N.Y.

**Avery-Knodel, Inc.** A Pulse survey of the seven-state "Intermountain West" for the Intermountain Radio Network shows comparative audience shares by day part for Intermountain, independent, NBC, CBS, ABC, and "miscellaneous" radio stations covering 45 markets. Report also lists individual Intermountain stations, their power, frequency, and market, and gives population, household, and retail sales data for the 698,594 square mile region. Between 1948 and 1958, says the report, the Mountain States ranked "second among all nine U. S. census divisions in growth of population, income, and retail sales." In 23 of the 45 markets covered, the Intermountain station is the only one in its market. Report gives comparative costs of various possible media combinations reaching the region and lists Intermountain advertisers.

**Canadian Hotel Review and Restaurant** reports on a \$769 million market representing 28 per cent of all Canadian wholesale food sales.



This makes public feeding and housing Canada's fifth largest retail market. Total volume for 1957 is broken down by subdivisions of the following main categories: restaurants, hospitals, hotels and motels, government, catering, and fast food and fountain. Number of establishments in each category are further divided by prov-

ince, and growth of major categories is traced by number of establishments and sales volume since 1930. Report includes a percentage breakdown of operators under various work schedules, which differ widely in this field.

**Daily News Record.** "How To Sell The Industrial Textiles Market" classifies 1957 consumption of cotton, wool, synthetic fibers, silk, linen, jute, abaca and sisal, and glass fibers, by 22 industries, and demonstrates how these shares of consumption have constantly changed for specific products in various categories. Industrial textiles account for one-third of total textile production, says the report, and while 60 per cent of these go into rope, twine, tires, vehicle upholstery, and bagging, the remaining 40 per cent is produced "for hundreds of different end-uses, with new applications added all the time." Booklet lists "typical million-dollar firms forming the heart of the industrial textiles market" and cites two ways to sell it, —direct to manufacturers, or through agents, converters, and textile brokers.

**Materials In Design Engineering.** Replies from subscribers in 587 plants, producing items ranging from automotive and aircraft parts to machine tools and nuclear power equipment, indicate 100 per cent use of one or more of 33 types of fabricated materials, forms, or shapes covered by the survey. Percentage of each product's use, percentage made by plants themselves, and percentage bought outside are broken down by SIC category. Products, ranging from extruded shapes and die castings to drop forgings and brazed assemblies, are also broken down by content—whether of ferrous metal, nonferrous metal, or nonmetallic material. Forty-page report also lists reader problems in using these products.

**Reader's Digest.** The 54-page "Inside Test City U.S.A." reports re-

sults of a 1958 survey of Columbus, Ohio. A mail survey of 1,000 Columbus subscribers and personal interviews with 500 subscribers plus 5,000 random "respondents in supermarkets, terminals, and showrooms" points up size and quality of the *Digest* audience, and examines its make-up by income of postal zones, age, and occupation. The book also describes Columbus as a market, showing postwar growth, and media, social, and cultural influences on its citizens. Other chapters cover reaction to *Digest* articles on various firms, inventions, and ideas, subscriber and advertiser opinion on its advertising and coupon response, future of downtown vs. suburban shopping centers, urban expansion, and advertising successes.

**WCKT-TV, Miami.** A 25-page booklet on Miami and the 15 counties within the station's coverage area includes data on average temperature and rainfall as well as detailed figures on population characteristics, house-



holds, industry, education, TV home and retail sales of the nation's 23rd market. Report stresses rapid growth of market within the past 10 years, climbing from 49th to 22nd market in terms of effective buying income and from 33rd to 17th in retail sales. Total retail sales in 1959 reached \$2 billion.

**Boys of the M Magazine** Gilbert, chase of skin-diving and earning tional go Scholastic lastic R Evening boys from responde complete cupation car and vored full executive neer. Some ances, m per week extra mo \$5.50 per

**Edward** of the to and their 1957 and the 53 fir cent of the in spot T over that achieved year, 195 to that of spot TV 1958 sales spot TV s pares 1957 tures of si soaps and ries, food and lists t and spot "top 100" than 25 pe into spot T

**Holiday** by person questiona Research the ARF, Holiday h

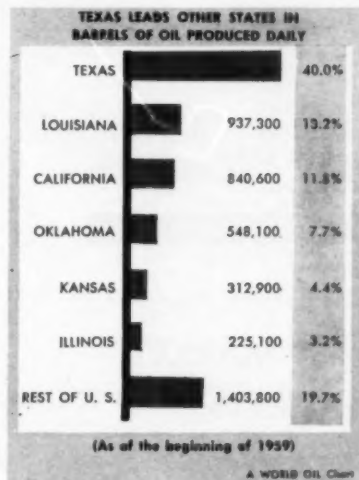
**Boys' Life.** "A Comparison Study of the Male Youth Audiences of Seven Magazines," conducted by Eugene Gilbert, covers ownership and purchase of 29 items from bicycles to skin-diving equipment, allowances and earnings, school activities, vocational goals, and readership of *Junior Scholastic*, *Senior Scholastic*, *Scholastic Roto*, *Life*, *Look*, *Saturday Evening Post*, and *Boys' Life*, among boys from 10 to 17. Characteristics of respondents include family size, last completed school grade, parents' occupations, socio-economic status, and car and home ownership. Most favored future occupations are business executive, machinist, doctor, and engineer. Some 64 per cent receive allowances, most between \$2.50 and \$5.50 per week, and 70 per cent earn some extra money, most between \$1.00 and \$5.50 per week.

**Edward Petry & Co.** An analysis of the top 100 national advertisers and their use of spot television in 1957 and 1958 indicates that 38 of the 53 firms investing at least 10 per cent of their 1958 advertising budgets in spot TV increased this investment over that of 1957. Of these 38, 31 achieved sales increases in the off-year, 1958. This record is compared to that of the eight out of 15 major spot TV users who showed greater 1958 sales in spite of reduced 1958 spot TV spending. Report also compares 1957 and 1958 spot TV expenditures of six major product categories: soaps and detergents, drugs and toiletries, foods, oil, beer, and tobacco, and lists total advertising investment and spot TV expenditures of the 27 "top 100" advertisers who put more than 25 per cent of total 1958 budgets into spot TV.

**Holiday.** A survey of subscribers by personal interview and mailed questionnaire, conducted by Opinion Research Corp. with consultation of the ARF, covers such aspects of the *Holiday* household as income, auto-

mobile ownership, social activities, and travel. Seventy-seven per cent own their own homes, 54 per cent own stock, and 65 per cent have at least one credit card. Median income of households is \$9,500.

**World Oil's 1960 "Market Data Book"** scans the future of the oil drilling-producing industry, expected to involve a Free World capital expendi-



ture of \$10.4 billion by 1967. Free World demand for oil is expected to reach 29.5 million barrels per day, 11 million more than this year. U. S. consumption by 1967 is expected to reach 14.4 million barrels per day.

The "Data Book" includes tables and charts indicating increase of units using oil and natural gas, such as motor vehicles, home oil burners, and factories, and U. S. and world crude oil production through 1958. Other sections describe exploration and drilling operations, production by states and international areas, and the magazine itself.

**True Story Women's Group.** Among interesting facets of the effects of television and "Family Behavior Magazines" on the working class housewife, and how they relate to her major goals, it was found that "TV contributes to her emotional security by binding her family together as a unit. It helps keep her husband home and acts as an electronic baby sitter. Family Behavior Magazines picture the 'Beautiful World of Magazines,'—a world of affectionate husbands, loving children, immaculate kitchens, fresh and personable housewives." In addition to emotional security, other goals of the working class housewife analyzed for Macfadden by Social Research, Inc., are social, economic, and physical security, "Average-American" respectability, an attractive environment, and freedom from housework. Analysis is based on open-end interviews with 950 readers.

(Continued on page 102)

### WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Name of Report(s): \_\_\_\_\_

Your Name and Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_



# Metropolitan Fort Worth is z-o-o-ming!

Everything is z-o-o-m-i-n-g skyward in the Fort Worth Metropolitan Area. Population now 618,000. Effective Buying Income now \$1,093,684,000. Total Retail Sales now \$715,707,000...and estimates of Fort Worth's population growth indicate an increase of 43% between 1957 and 1975. The rich Fort Worth Metropolitan Area is covered thoroughly everyday by only ONE newspaper... the

## FORT WORTH STAR-TELEGRAM

...with 86.5% daily coverage of Fort Worth homes and 68.7% on Sunday, plus a bonus coverage of 99 rich counties in thriving West Texas.

Shown here is the new 10 million dollar, ultra-modern, 18-story First National Bank building in Fort Worth, scheduled for completion early in 1961.

Sources:  
Sales Management,  
ABC Audit Report  
March 31, 1959



## FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director  
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests  
"Just a good newspaper"



## NEW ENGLAND'S 1ST MARKET — MASSACHUSETTS

with the Billion Dollar

# WORCESTER MARKET

86.4% daily coverage with the  
Telegram Gazette. Daily  
circulation 158,215.  
Sunday — 102,957.  
ABC audit Dec.  
31, 1958.



The Worcester  
TELEGRAM AND GAZETTE  
WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, Inc.  
National Representatives



## Media/dates

### JAN.

- 21: Magazine Publishers Assn., Drake Hotel, Chicago.
- 22-24: Board of Directors, National Assn. of Broadcasters, El Mirado Hotel, Palm Springs, Calif.
- 27: Assn. of National Advertisers, Advertising Research Workshop, Hotel Sheraton East, New York.
- 30: Oklahoma Broadcasters Assn., Hotel Tulsa, Tulsa.

### FEB.

- 4-7: California Newspaper Publishers Assn., Hotel Statler, L. A.
- 8-19: American Press Institute, Advertising Seminar, Columbia University, New York.
- 17: Assn. of National Advertisers, Co-op Advertising Workshop, Hotel Sheraton East, New York.
- 21-22: Midwest Newspaper Advertising Executives Assn., Kansas City, Mo.
- 21-23: Inland Daily Press Assn., Drake Hotel, Chicago.

### MARCH

- 6-10: National Business Publications, Boca Raton Hotel and Club, Boca Raton, Florida.
- 13-14: Texas Assn. of Broadcasters, Rice Hotel, Houston.

### APRIL

- 3-7: National Assn. of Broadcasters, Conrad Hilton Hotel, Chicago.
- 21-23: American Assn. of Advertising Agencies, Boca Raton, Florida.
- 29: Ohio Assn. of Broadcasters, Pick-Ohio Hotel, Youngstown.

### "PFLEXIBILITY"

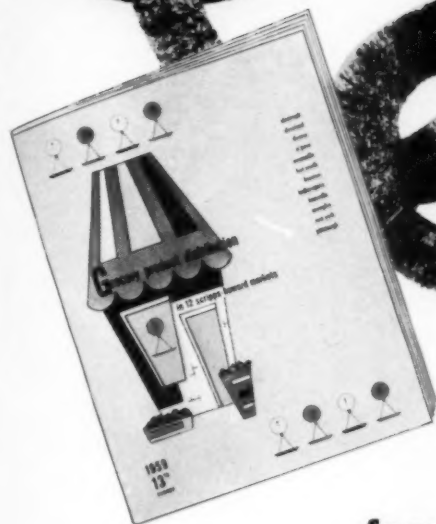
The Progressive Farmer now offers full pages covering circulation in one or any combination of 21 states or state groups in the South, from Texas to Delaware.

The 1959 rates on habits of rate chain retail groc field work excellent public in sistent, cit

71 cl

The survey All brands York City distribution

# What's strong in the chains?



*New!*

## Scripps-Howard's 13th annual city-by-city report focuses on chain grocery stores

The 1959 survey, now available, is *different*. It concentrates on the chains—to reflect the change in marketing habits of millions of consumers. In some cities, the corporate chains now account for as much as 80% of the total retail grocery store volume. By concentrating the survey field work in the chains, we are able to provide an excellent check of the brands available to the consuming public in the 12 cities surveyed—and one which is consistent, city-to-city.

### 71 classifications—12 cities—chain by chain

The survey reports distribution of brands, chain by chain. All brands found are listed, including private labels. New York City is the one exception, where a percentage of distribution for *all* stores is reported. Thousands of brands

are reported, in 71 product classifications. Some examples: baking products, condiments, beverages, juices, soaps, cleansers, paper products, foils, insecticides, pet foods. Since the 12 participating Scripps-Howard papers are in cities across the country, the survey gives a fair national picture of product availability.

**How is your brand doing? Your competitors?  
Here's how to get your free copy, and see!**

Even some of the strongest brands have weak markets—with this survey, you see where. For your free personal copy, contact your nearest Scripps-Howard representative or write the Business Promotion and Research Department, 230 Park Avenue, New York 17, N.Y.

# SCRIPPS-HOWARD

NEW YORK . World-Telegram & The Sun  
CLEVELAND . . . . . Press  
PITTSBURGH . . . . . Press  
INDIANAPOLIS . . . . . Times  
SAN FRANCISCO . News-Call Bulletin\*  
\*Affiliated

COLUMBUS . . . Citizen-Journal  
CINCINNATI . . Post & Times-Star  
KENTUCKY . . . Kentucky edition  
Cincinnati Post & Times-Star  
KNOXVILLE . . . News-Sentinel

DENVER . . . Rocky Mountain News  
BIRMINGHAM . . . Post-Herald  
MEMPHIS . . . Press-Scimitar  
MEMPHIS . . . Commercial Appeal  
WASHINGTON . . . News

EVANSVILLE . . . . . Press  
HOUSTON . . . . . Press  
FORT WORTH . . . . . Press  
ALBUQUERQUE . . . Tribune  
EL PASO . . . . . Herald-Post

General Advertising Department . . . 230 Park Avenue, New York - Chicago San Francisco Los Angeles Detroit Cincinnati Philadelphia Dallas



1959 WAS LEAP YEAR!!

Maybe it didn't show on your calendar, girls, but we sure had a leap year at *The Saturday Evening Post*: Advertising revenue leaped over \$97,600,000... \$10 million more than last year!

We had the biggest fourth quarter in history... up 39 pages and \$5 million over last year!

330 new advertisers hopped aboard the *Post* in '59 to sell the Post-Influentials. These are the readers who turn and return to your ad page more than 29 million times each issue!

Circulation jumped from 6,000,000 with the Feb. 14 issue to over 6,390,000 with the Nov. 21 issue!\* In the first half, the *Post* outsold the other big weekly on newsstands by 2 to 1 and gained 8 times more circulation!

In paid-for, hard-money circulation (no arrears), the *Post* is the number-one general weekly (ABC Publishers' Statements, June 30, 1959)!

Have a nifty sixty! (Bachelors, watch out for Feb. 29!)

\*Publisher's Estimate.



A CURTIS MAGAZINE

Sell the  
Post-Influentials  
...with  
**HI-FREQUENCY**  
Ad Page  
Exposure!

No

Show

- 1 Alfred
- 2 Jack I
- 3 Ed Su
- 4 What?
- 5 Maver

- 1 Danny
- 2 Father
- 3 Ann S
- 4 The T
- 5 Cheye

- 1 Red S
- 2 Garry
- 3 Wyatt
- 4 Rifle
- 5 Start

- 1 Fred A
- 2 Wagon
- 3 U. S. S
- 4 Price
- 5 Lineu

- 1 Real M
- 2 Zane G
- 3 Big Part
- 4 Staccato
- 5 Untouch

- 1 77 Sun
- 2 Desilu P
- 3 Rawhide
- 4 The Det
- 5 Disney P

- 1 Gunsmo
- 2 Jack Be
- 3 Have Gu
- 4 Wanted
- 5 Mr. Luck

\*Figures indic  
market area

Media/scope, Ja

# VIDEODEX NATIONAL RATING ANALYSIS

November 1-November 7—Top Five Programs Daily\*

## SUNDAY

Show	Rating	Network	Sponsor
1 Alfred Hitchcock .....	26.9%	CBS	Bristol-Myers
2 Jack Benny .....	26.6	CBS	Lever Brothers
3 Ed Sullivan .....	25.5	CBS	Eastman Kodak
4 What's My Line? .....	23.7	CBS	Sunbeam
5 Maverick .....	22.7	ABC	Kaiser

## MONDAY

1 Danny Thomas .....	28.8%	CBS	General Foods
2 Father Knows Best .....	27.2	CBS	Scott
3 Ann Sothorn .....	25.0	CBS	General Foods
4 The Texan .....	24.4	CBS	Pharmaceuticals
5 Cheyenne .....	21.8	ABC	Procter & Gamble, American Chicle, Ralston Purina, National Carbon

## TUESDAY

1 Red Skelton .....	26.7%	CBS	S. C. Johnson
2 Garry Moore .....	24.6	CBS	S. C. Johnson, Pittsburgh Plate Glass
3 Wyatt Earp .....	24.0	ABC	General Mills
4 Rifleman .....	23.7	ABC	Ralston Purina
5 Startime .....	23.3	NBC	Ford

## WEDNESDAY

1 Fred Astaire .....	29.9%	NBC	Chrysler, Plymouth
2 Wagon Train .....	28.4	NBC	National Biscuit Co., R. J. Reynolds
3 U. S. Steel Hour .....	24.9	CBS	U. S. Steel
4 Price Is Right .....	24.2	NBC	Lever Brothers
5 Lineup .....	21.9	CBS	Vick Chemical, Norelco

## THURSDAY

1 Real McCoys .....	27.0%	ABC	Procter & Gamble
2 Zane Grey Theatre .....	24.7	CBS	General Foods
3 Big Party .....	23.6	CBS	Revlon
4 Staccato .....	22.1	NBC	Bristol-Myers
5 Untouchables .....	21.9	ABC	Armour, Carnation, Bulova, Procter & Gamble

## FRIDAY

1 77 Sunset Strip .....	29.0%	ABC	American Chicle, Whitehall, Ritchie
2 Desilu Playhouse .....	23.6	CBC	Westinghouse
3 Rawhide .....	22.1	CBS	Pream, Lever, Peter Paul
4 The Detectives .....	21.7	ABC	Procter & Gamble
5 Disney Presents .....	20.7	ABC	Canada Dry, Derby Foods

## SATURDAY

1 Gunsmoke .....	30.9%	CBS	Remington Rand
2 Jack Benny (Special) ..	30.1	CBS	Benrus, Greyhound
3 Have Gun, Will Travel ..	26.6	CBS	Whitehall
4 Wanted Dead or Alive ..	24.9	CBS	Brown & Williamson
5 Mr. Lucky .....	24.2	CBS	Brown & Williamson

\*Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

Media/Scope, January 1960



Leslie C. Johnson, vice-president and general manager of WHBF Radio and TV looks over ...

**Letters of GOOD WILL—  
34 years in building—  
a productive PLUS for  
WHBF advertisers.**



## NIelsen DATES

NCS No. 4 will include reports on both radio and TV stations by spring of 1961. Dates of survey are based on a Nielsen poll of agencies, advertisers, and stations.

## SPOT TV UP

Top five spot television advertisers for 1959's third quarter were, in order, Procter & Gamble, Adell Chemical, General Foods, Lever Brothers, and Colgate-Palmolive. According to TvB estimates, Procter & Gamble put \$11,219,300 into spot for the three-months' period. Total spot TV expenditures by national and regional advertisers were \$133,581,000, up 13.8 per cent over the 1958 period.

## BARRETT RETIRES

Fred W. Barrett, vice president in charge of media, Batten, Barton, Durstine & Osborn, Inc. retired January 1. He joined BBDO in 1943 as manager of the media department.

## HOUSE & HOME

A Western edition covering 11 states will be launched by *House & Home* with the January 1960 issue.



# PERSONNEL CHANGES

NAME	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
------	--------------------------------	-----------------------------

## AGENCIES

Richard P. Bergoffen	Footo, Cone & Belding, Media Research Analyst	Byrde, Richard & Pound, Space Buyer
Richard V. Berry	Kenyon & Eckhardt, Inc., Media Buyer	Compton Advertising, Inc., Space Buyer
Roger C. Bumstead	Campbell-Mithun, Inc., Minneapolis, Media Sup.	MacManus, John & Adams, Inc., Media Dir., N. Y.
Mary A. Burak	Rockmore Company, Media Director	S. R. Leon Company, Inc., Media Director
Colin Campbell	Thompson-Peterson, Toronto, Media Director	Brooks Advertising, Media Buyer
Tommy Deans	Batten, Barton, Durstine & Osborn, Toronto, Media Manager	Batten, Barton, Durstine & Osborn, Toronto, Account Executive
Stephens Dietz	Kenyon & Eckhardt, Merchandising Director	Kenyon & Eckhardt, Group V.P., Marketing Services
Theodore J. Grunewald	Hicks & Greist, Inc., V.P., TV, Radio Director	Hicks & Greist, Inc., Senior Vice President
Jerome T. Howard	Charles Bowes Advertising, Los Angeles, Asst. Media Director	Getz and Sandborg Advtg., Beverly Hills, Media Dir.
Catherine Jackson	Hicks & Greist, Inc., Space Buyer	Hicks & Greist, Inc., Print Media Head
Don Johnstone	Cohen, Dowd & Aleshire, Inc., Dir., Mktg., Resch.	Lawrence C. Gumbinner Advertising Agency, Inc., Director of Research
Tom A. Kallas	Western Advertising Agency, Racine, Acct. Exec.	Western Advertising Agency, Racine, Media Dir.
Lionel M. Kaufman	Media Promotion Consultant	Schuyler Hopper Co., Account Executive
Ray LaBonne	Compton Advertising, Inc., Space Buyer	Compton Advertising, Inc., Head Space Buyer
Hermine Lukacsy	M. B. Scott, Inc., Beverly Hills, Media Director	Cole Fischer & Rogow, Inc., Beverly Hills, Media Director
Crawford Paton	Warner Brothers, Director, Market Planning	McCann-Erickson, Inc., V.P., Mgr., Media Div.
Evon Prose	Campbell-Mithun, Inc., Minneapolis, Timebuyer	Campbell-Mithun, Inc., Los Angeles, Media Sup.
Ray M. Schoenfeld	Gardner Advertising Co., St. Louis, Media Crp. Sup.	Allmayer, Fox & Reshkin, Kansas City, Media Dir.
Ronald Stack	Tatham-Laird, Chicago, Broadcast Manager	J. Walter Thompson Co., Chicago, Time Buyer
Maria Stier	Norman, Craig & Kummel, Inc., Media Buyer	Wildrick & Miller, Inc., Media Buyer
Andrew E. Zeis	Compton Advertising, Inc., Chicago, Media Director	Compton Advertising, Inc., Chicago, V.P., Media Dir.

## ADVERTISERS

Arnold C. Graham, Jr.	Goebel Brewing Co., Detroit, Dir., Adv., Sales Promotion	Carling Brewing Co., Cleveland, Asst. to V.P. for Natl. Media Planning
T. M. Hunt	Aluminum Co. of America, Advertising Manager	Aluminum Co. of America, Gen. Mgr., Adv., Prom.
Jack Izard	Chevrolet Div., General Motors, Peoria, Ill., Zone Mgr.	Chevrolet Div., General Motors, Detroit, Ad. Mgr.
Wilbur Johnson	Mead-Johnson and Co., Pabulum Div., Evansville, Ind., Advertising Manager	Hammond Organ Co., Chicago, Adv. Mgr.
Daniel W. Layman, Jr.	Lear, Inc., Los Angeles, Advertising Director	Lear, Inc., Los Angeles, Corp. Dir., Adv., P.R.
Gordon R. Lichwardt	General Tire & Rubber Co., Charlotte, N. C., Sales Mgr.	General Tire & Rubber Co., Akron, Adv. Mgr.
Howard Lochrie	Birds Eye Div., General Foods Corp., Prod. Group Mgr.	Birds Eye Div., General Foods Corp., Adv. Mgr.
Thomas B. McCabe, Jr.	Scott Paper Co., Chester, Pa., Adv. Dir.	Scott Paper Co., Chester, Pa., Dir. Mktg. Services
Marshall Ward	Colgate-Palmolive Co., Mgr., Market Research	Colgate-Palmolive Co., Product Mgr., Toilet Articles Division

## Media/trends

Better TV programming on the local level could and should be the result of recent technical advances. Video tape has already enabled many a local station to amortize costs of quality production by putting the show into syndication, or simply by trading it with other stations producing taped programs. Now, General Electric's new TV camera tube, already used by Cincinnati's WLW-T for color casts of night baseball and basketball, allows local stations to produce color shows without heavy investment in brighter studio lighting, required by conventional color cameras.

According to Minnesota Mining and Manufacturing Co., there were at least 142 tape equipped TV stations in the U.S., and more than 100 tape recorders abroad, as early as last September. And, says the report, "tape recorders are flowing into new locations so fast that any list purporting to be authoritative is hopelessly out of date by publication time."

\* \* \*

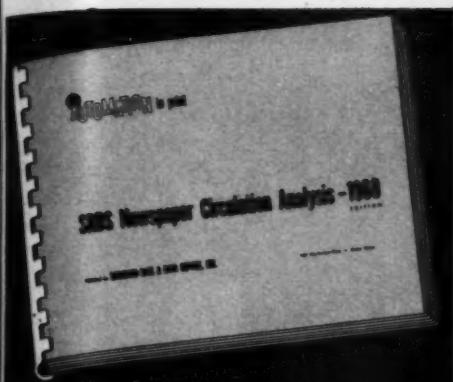
Shoe advertisers in Los Angeles are getting an unusual plus from the Los Angeles *Mirror-News*. Each month the paper sends every Los Angeles advertiser or agency connected with footwear the shoe lineup for every shoe account in all four Los Angeles newspapers. The *Mirror-News* even converts the Media Records data into column inches for easier reading.

\* \* \*

The networks' scramble for "balanced programming" is not without a silver lining for some advertisers. Higher quality shows—especially public affairs types, reaching a selective audience—are suddenly quite salable to such big institutional advertisers as Monsanto, Firestone, Goodrich and Olin Mathieson.

\* \* \*

Network television is making its way through Canada to reach Alaska. Current plan calls for R C A Victor of Montreal to build a 50-tower, 1,250-mile microwave system for Canadian National Telegraphs. Microwave link should be in operation by 1962.



## an all-new, authoritative analysis of **U. S. DAILY NEWSPAPER CIRCULATION DATA**

an invaluable aid to newspaper/market evaluation

Here it is, the 1960 SRDS Newspaper Circulation Analysis . . . the third annual edition of the most comprehensive compilation of newspaper circulations and market data ever published in one volume.

- The most **current** data available . . . including 35 recently announced or changed metro areas plus the new states of Hawaii and Alaska.
- The most **comprehensive** analysis of newspaper circulation . . . all the data needed and asked for by buyers of newspaper space in one handy volume.
- The most **accurate** compilation of circulation and market data . . . prepared and verified by IBM processes through the SRDS Automation Services Division.
- The most **efficient** and time-saving format designed to meet the needs of the advertising industry and to supplement SRDS' monthly Newspaper Rates and Data.

The '60 edition of **SRDS Newspaper Circulation Analysis** provides answers, helps solve problems for anyone involved with newspaper/market evaluation and selection. **You'll use it again and again.**

- as a single-volume source of information to plot newspaper coverage against market potential; the only source showing latest metro areas.
- to follow significant conditions in population, retail sales and/or circulation.
- to eliminate time-consuming, laborious hand tabulations.
- to compare newspaper strength in city zones vs. outlying areas.
- to compare degree of newspaper penetration, by markets.
- to aid comparison of newspaper coverage and penetration with other media (print and broadcast).
- to determine need for "second" paper schedules to assure coverage.
- to aid comparison of Sunday supplement coverage vs. national consumer magazines.
- to compare, analyze coverage of supplements and comics.
- to determine "best buys" in multi-paper markets.

... just a few of the many uses of the 1960 edition of **SRDS Newspaper Circulation Analysis**

### ABC City Zone circulation data

An easy-reference compilation of C/Z circulations of all morning, evening and Sunday papers appears at the front of each state section . . . shows Total Circulation, C/Z Circulation and Percent of Total in C/Z plus magazine and comic supplements carried.

### Total circulation data (adjusted)

Adjusted total circulation figures taken from ABC Audit Reports (available as of 11-15-59) appear throughout the edition.

### Geographic distribution

- County-by-county circulation figures . . . and in relation to households.
- Metropolitan Statistical Area circulation . . . and in relation to households.
- Magazine and comic supplements by counties and metro areas by carrier paper.

### SRDS Consumer Market Data (1-1-59)

Reliable SRDS Consumer Market estimates appear for each county and Metropolitan Statistical Area (including 35 areas newly added or drastically altered) in these basic categories:  
Households • Population • Total Retail Sales  
Food Store Sales • Drug Store Sales

**Daily newspapers (ABC, non-ABC) listed under county of publication**  
Every U. S. daily newspaper is listed in the '60 edition. ABC Audit Reports are used to compile data for audited papers; sworn statements are used for non-audited papers.

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Standard Rate and Data Service, Inc.  
Automation Services Division  
5201 Old Orchard Road, Skokie, Illinois

**Automation** in print

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MAIL COPIES TO \_\_\_\_\_

Company Name \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

34/11 12 59

## TRENDS IN NATIONAL NEWSPAPER ADVERTISING

NOVEMBER AND FIRST ELEVEN MONTHS 1959-1958

	November 1959 vs. 1958		First Eleven Months 1959 vs. 1958	
	% Gain or Loss	% of Total	% Gain or Loss	% of Total
<b>GENERAL</b>				
Alcoholic Beverages.....	-11.6	10.8	-9.8	8.4
Groceries .....	-0.3	15.2	-3.8	15.9
Baking Products .....	-2.5	2.0	+16.9	2.1
Beverages .....	-4.9	2.4	+5.1	2.7
Cereals and Breakfast Foods.....	+37.3	0.8	-8.0	0.7
Condiments .....	-6.6	1.1	-45.3	1.1
Dairy Products .....	+6.9	1.7	+9.5	2.1
Disinfectants and Exterminators.....	-3.5	0.1	-36.9	0.2
Laundry Soaps and Cleansers.....	-10.4	1.6	-21.7	1.8
Meats, Fish and Poultry.....	-18.5	0.7	-4.4	1.2
Housing Equipment and Supplies.....	-18.9	3.1	-2.8	3.3
Industrial .....	+5.4	2.0	+33.1	2.7
Insurance .....	+16.0	1.8	+24.5	1.6
Medical .....	+9.9	3.3	-5.6	2.6
Publications .....	+28.5	6.6	+9.9	4.1
Public Utilities .....	+8.5	3.2	+6.1	2.7
Radio and Television.....	+10.0	6.5	+4.6	5.1
Tobacco .....	+29.4	6.4	+4.2	5.9
Toilet Requisites.....	+47.3	2.9	-19.1	2.9
Antiseptics .....	-26.8	0.0	+76.9	0.1
Dentifrices .....	+56.3	0.4	-40.8	0.3
Perfumes and Cosmetics.....	+66.3	1.5	-14.4	1.3
Toilet Soaps .....	+149.4	0.5	-13.5	0.5
Transportation .....	+2.9	9.0	+8.8	10.0
Airways .....	+0.7	5.7	+10.1	6.7
Bus Lines .....	-1.8	0.3	+21.1	0.4
Railroads .....	+16.9	1.0	+7.0	1.1
Steamships .....	+8.2	1.1	-2.5	1.0
Tours .....	+10.7	0.7	+8.6	0.6
Wearing Apparel .....	+31.7	1.5	-2.0	1.1
<b>TOTAL GENERAL .....</b>	<b>+0.6</b>	<b>83.7</b>	<b>+0.6</b>	<b>77.5</b>
<b>AUTOMOTIVE</b>				
Gasolines and Oils.....	-24.7	2.5	-14.9	2.8
Passenger Cars—New .....	-47.1	7.6	+19.0	12.6
Tires and Tubes .....	+20.7	0.8	+3.8	1.4
Trucks and Tractors.....	-82.2	0.1	-30.5	0.5
<b>TOTAL AUTOMOTIVE .....</b>	<b>-31.2</b>	<b>16.3</b>	<b>+8.2</b>	<b>22.5</b>
<b>TOTAL GENERAL AND AUTOMOTIVE.....</b>	<b>-6.4</b>	<b>100.0</b>	<b>+2.2</b>	<b>100.0</b>

Prepared exclusively for MEDIA/SCOPE by Media Records, Inc.

## MEDIA AND MARKET STUDIES:

(Continued from page 95)

**Catholic Family Newspapers.** A market data book describing each of the five U.S. regions covered by groups of 53 Catholic newspapers with a total circulation of 1,785,360 includes results of several readership studies, examples from individual markets of marriage and birth data among Catholics, and introduction of "a new element in media effectiveness, conditioned response, or reader receptiveness and loyalty toward advertisers using the CFN Seal of Acceptance." Any number of CFN newspapers can be bought on one order to make a "new approach to a \$25 billion market."

**Analytical Chemistry.** "Today's Research Market" compares percentage of chemists with that of "all other scientists" in each of 16 industries maintaining research facilities. Average for the 16 indicates that 57.4 per cent of all scientists engaged in the "\$12-billion U.S. research market" are chemists. Magazine claims 96.3 per cent coverage of the 3,266 industrial research installations (67.5 per cent of such laboratories) employing chemists.

**The Moline Dispatch and Rock Island Argus.** A 16-page, three-color tabloid "marketing edition" provides data on population, retail sales, buying income, employment and leading industries of a "Quad Cities" area including Rock Island, Moline, and East Moline, Ill., and Davenport, Iowa.

**Scouting.** A 13-page folder on its new editorial format, with market data and details of its merchandising program, has been issued by Scouting Magazine. The magazine's 1.1 million audience consists primarily of "Scouters"—Scout and cub masters, district and council leaders, 50 per cent of whom are between the ages of 30 and 44. Some 82 per cent own their own homes, 78 per cent have completed high school, and 40 per cent have attended college.



Latest A.B.C. Publisher's Statements show . . .

# The Houston Post is Houston's largest daily and Sunday newspaper!

The Houston Post	209,066	218,509
The Houston Chronicle	195,448	216,567
The Houston Press	101,398	

Source: ABC Publisher's Statement for 6 month period ending Sept. 30, 1959 and subject to audit.

Last Quarter July 1-Sept., 1959	DAILY			SUNDAY	
	Post	Chronicle	Press	Post	Chronicle
	209,881	194,361	101,710	220,895	215,952

## THE HOUSTON POST

W. P. Hobby, Chairman of the Board    Oveta Culp Hobby, President  
Houston's largest daily and Sunday newspaper

Represented Nationally by Moloney, Regan & Schmitt

Member



## PROMOTIONS AND PRESENTATIONS

**ABC-Television.** "Tomorrow's Television Today" describes the scientific advances involved in "placing the finest means of production" under the hands of its creative staffs and service departments. Developments include studio lighting by automation, "special effects on top of special effects," and automatic restriction of video switching within a period of four millimicroseconds during "black" scanning intervals, thus avoiding visual disturbance. Booklet reports that these advances help hold the cost line and points out ABC's "system of complete, item by item accounting," showing the advertiser exactly what he pays for.

**Holiday's** October 1959 issue, featuring New York City, is the subject of an editorial case study to be sent to schools of journalism and college writing classes by the Curtis Educational Bureau. Materials in the kit include everything from the editor's teletype message to the editorial director, suggesting the issue to full reports of editorial staff meetings and complete correspondence on the Aubrey Menen feature article.

**Station Representatives Association, Inc.,** is telling agencies about spot radio with a new presentation showing how frequency and car radio's "last word before shopping" fights the "curve of forgetting" in the housewife's mind. Only spot radio, says SRA, can reach the housewife on the move, on her way to buy 82 per cent of all goods and services sold, and deliver her to the advertiser "on a silver platter." According to the slide presentation, spot radio can deliver 3.5 times more commercial messages per dollar than the same sum invested in TV. While nighttime TV reaches 20 per cent more unduplicated homes, radio can reach its audience "in many cases with 320 per cent greater frequency."

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### MEDIA ASSISTANT WANTED

Young man (to 32), some experience, looking for career in market research and media buying, a "right arm" to widely experienced market and media specialist. Growing, reputable agency which believes in the value of media function. Write fully: who, why, what, how much?

Kircher, Helton & Collett, Inc.  
200 Far Hills Avenue  
Dayton 19, Ohio



When a magazine has one single-minded purpose and that purpose is to keep advertising buyers informed of the latest ideas, methods and techniques of media buying . . .

When a magazine is edited exclusively for buyers of advertising, people in agencies and advertiser companies who influence the purchase of advertising—and for nobody else . . .

When a magazine has a 93.4% *effective* circulation made up of people who perform the advertising buying function . . .

You can be sure when you advertise in that magazine, you get *concentration* on buyers of advertising . . . and on nobody else.

Advertise in Media/scope.

**Media/scope**

published by Standard Rate & Data Service, Inc.

WALTER E. BOTTHOF, Publisher

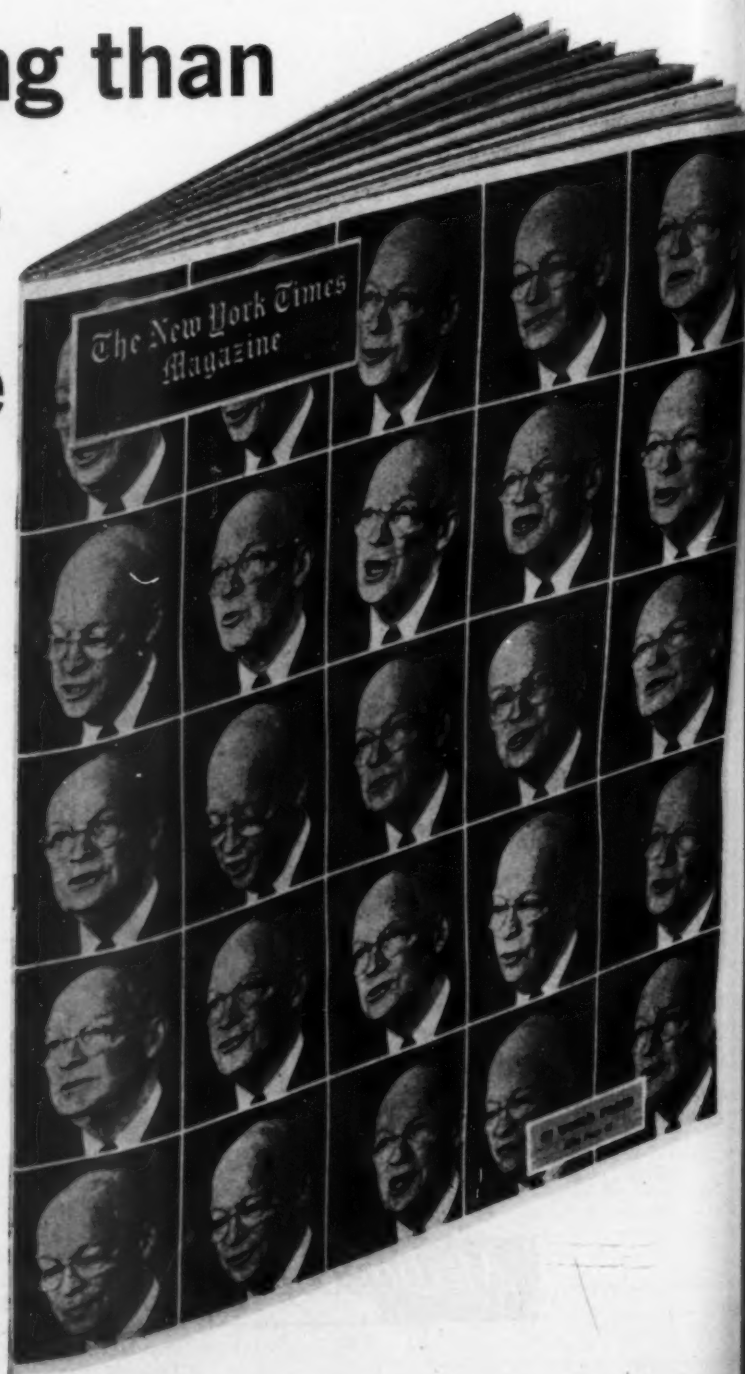
5201 Old Orchard Rd., Skokie, Ill.

420 Lexington Ave., New York 17, N. Y.

Don Harway & Co., 1709 West Eighth St., Los Angeles 17, Calif.

James H. Cash Co., 818 Exchange Bank Bldg., Dallas 35, Texas

**Second year in a row...  
more lines of  
advertising than  
any other  
magazine**



Media/scope's

# Advertising Cost Index

Reported by Morris Robinson

## Ad Rate Changes:

November 1958 to November 1959



### Business Publications

In November 1959, the average business publication advertising campaign cost \$105.18 compared to \$100 spent for the same schedule in November 1958. During this period circulation increased 2.8 per cent and cost-per-thousand 2.4 per cent.



### Consumer Magazines

For each \$100 invested in space in the typical consumer magazine advertising campaign in November 1958, the advertiser must add \$7.26 to purchase the same schedule in November 1959. At the same time circulation rose 3.8 per cent while cost-per-thousand went up 3.4 per cent.



### Daily Newspapers

During the 12 month period of November 1958-1959 the national display rates of daily newspapers increased 2.6 per cent. Circulation rose  $\frac{3}{4}$  of one per cent, and cost-per-million circulation increased approximately 2 per cent.



### Spot Radio

To duplicate the same spot radio schedule of November 1958, the advertiser in November 1959 had to spend \$102.10 for every \$100 he spent on time charges a year ago.



### Spot Television

In order to repeat the spot television campaign of November 1958, the advertiser had to add \$11.88 to every \$100 he spent on the identical schedule a year ago.

Note: in all meters \$100 = unit cost for November 1958

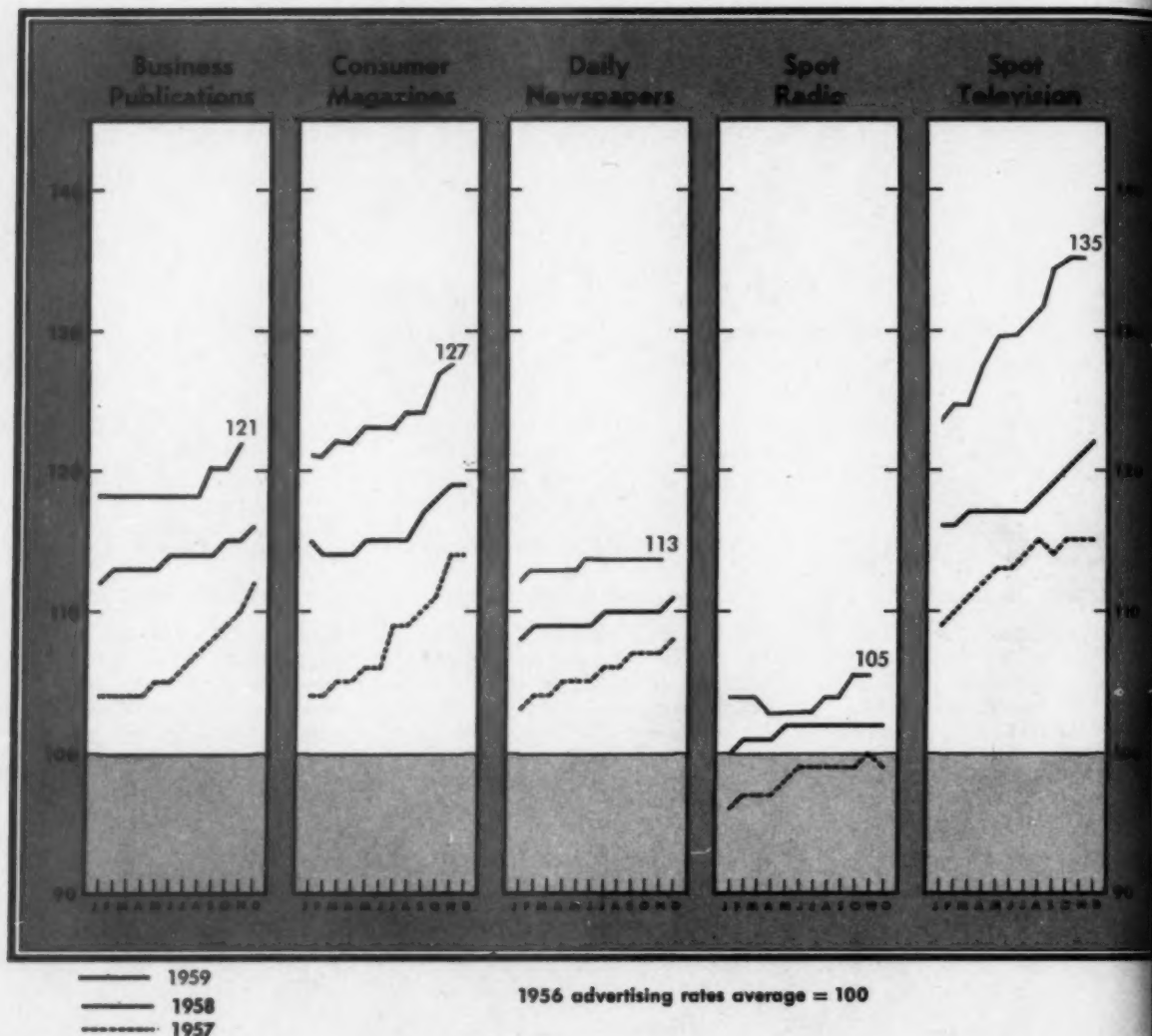
Source: Standard Rate & Data Service, Inc.

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# Ad Rate Indexes:

Long-term Trends



## Business Publications

The November 1959 business publication space rates are 21 per cent higher than during the same month in 1956. Business publication circulation increased 12 per cent above the 1956 base, and the cost-per-thousand is 8 per cent higher.

## Consumer Magazines

Consumer Magazine advertising rates in November 1959 were 27 per cent higher than during the 1956 base period. Both circulation and cost-per-thousand circulation were above the 1956 levels—12 and 13 per cent, respectively.

## Daily Newspapers

National advertising display rates of daily newspapers maintain a 13 per cent increase above the 1956 base pe-

riod. Circulation in this period has risen 1.6 per cent while the cost-per-million circulation has increased 11 per cent.

## Spot Radio

To duplicate a national spot radio schedule which was placed in November 1956, the advertiser's cost in November 1959 is approximately 5 per cent higher. While earlier this year there was a slight downward trend in rates, in the last several months they increased to where November rates are the highest in the last three years.

## Spot Television

Spot television national rates continued their upward climb. However the rate has not been at as fast a pace in the past 3 months as experienced earlier this year. Since the same base period in 1956, till November 1959, spot television national rates have risen more than 30 per cent.

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\*Source:

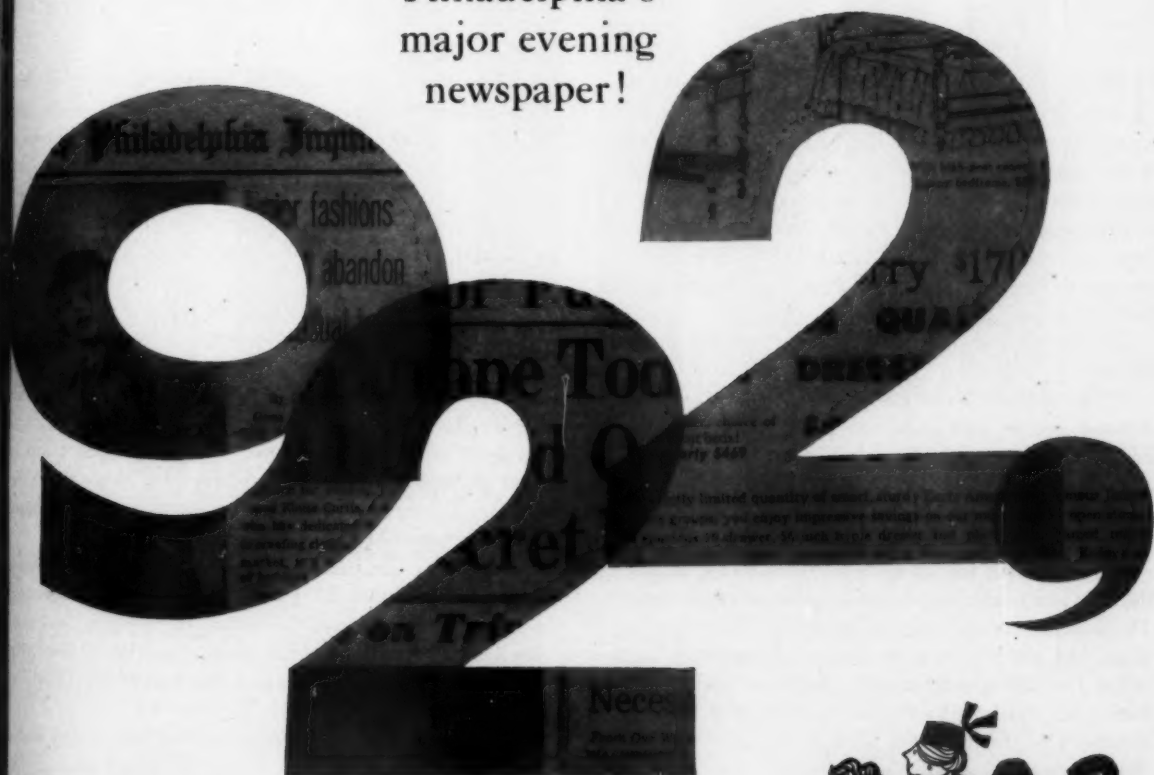
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for

Media/scop

The  
Philadelphia  
Inquirer  
sells to 922,000  
adult readers  
who don't read  
Philadelphia's  
major evening  
newspaper!



Talk about exclusive customers! Nearly a million (922,000) of The Daily Inquirer's 1,406,000 total readers do not read Philadelphia's other major daily.\* And in the suburbs, which account for 60% of the market's buying income, The Inquirer reaches 164,000 *more* exclusive adult readers than the other major daily. In fact, when you put your advertising in The Inquirer, you reach an *exclusive* suburban audience that's larger than the other newspaper's *total* suburban audience.

\*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company Inc.



## The Philadelphia Inquirer

Good Mornings begin with The INQUIRER  
for 1,406,000 adult daily readers

NEW YORK  
ROBERT T. DEVLIN, JR.  
342 Madison Ave.  
Murray Hill 2-5838

CHICAGO  
EDWARD J. LYNCH  
30 N. Wacker Drive  
Anderson 7-5270

DETROIT  
RICHARD I. KRUG  
Penobscot Bldg.  
Woodward 5-7260

SAN FRANCISCO  
FITZPATRICK ASSOCIATES  
155 Montgomery St.  
Carfield 1-7948

LOS ANGELES  
FITZPATRICK ASSOCIATES  
3480 Wilshire Boulevard  
Dunkirk 5-3537



## Current Nonsense about Ratings

**T**HERE IS MUCH NONSENSE in the public prints these days about ratings. Some of it emanates from writers in print media who don't like television anyway. Some comes from comedians who allege that ratings impair their professional standings. Some comes from Congressmen who are seeking an issue that will propel them into the headlines. It appears that most of these persons do not understand ratings, and don't wish to take the trouble to learn.

Two of the most fallacious current criticisms seem to be these:

1. **The sample is too small.** This has been a criticism directed against both print and broadcast measurements and even against product research. It seems to come from persons who know nothing about the science of sampling, but who have the intuitive feeling that a national sample has to be based upon at least 30,000 or 40,000 interviews.

Use of a small but scientifically constructed sample is the only practicable way to make audience measurements. The Government has long recognized the validity of sampling, and was a pioneer in the use of samples of population for nation-wide surveys. Eminent researchers in both print and broadcast measurements have found that samples of 1,000 to 2,000 persons can give them sufficiently accurate indexes of listening, readership, and other factors on a national basis. These samples are considered to be adequate by the organizations who buy, use, and understand these measurements. These organizations include most of the largest corporations in the United States and many agencies and media. They know that a larger sample would be more expensive than they wish, and that any increased accuracy they obtained by such larger sample would not be worth the expense for the purposes for which they wish to use the measurement.

It is true that a sample, no matter how scientifically constructed, is subject to error merely because it is a sample. However, the error can be determined in advance by a device called the "statistical error." The statistical error can be decreased by increasing size of sample, but to cut the error in half, sample size would have to be quadrupled. This, obviously, would greatly increase costs.

2. **Ratings kill good shows.** There is occasional hue and cry when a pleasant broadcast program that has

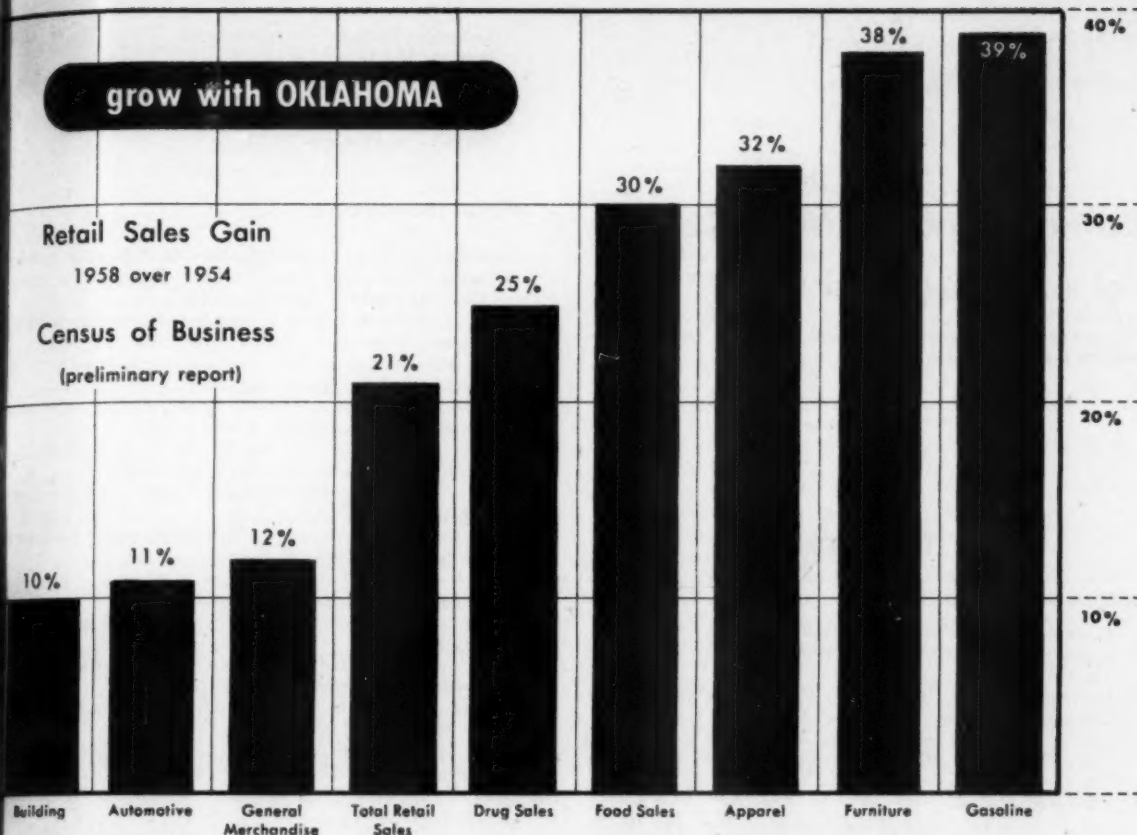
obvious cultural merits is killed because its rating is low. This is sometimes said to be a malignant result of the use of ratings. However, the rating merely gives the sponsor the information upon which to make his decision to cancel. His main mission is not to raise the cultural level of the audience, but to sell goods or services to them. If a cultural show is killed because its rating is poor, this is not the fault of the rating or the advertiser, if fault is to be found, but it is the fault of the audience for not liking culture. If audiences prefer Westerns to operas, should a sponsor of a product, such as a cigarette or beer, that appeals to mass audiences, insist upon giving the opera? He must reach not a few persons, but many, and the more people he has to reach, the lower their cultural level is likely to be. Ratings are not used to measure the quality of programs, as is often alleged, but to measure size and characteristics of audiences.

Advertisers are interested in qualitative data about audiences produced by ratings, such as characteristics and locations of homes, frequency of viewing, audience duplication. Advertisers will often stay with a low-rated show if it attracts audiences of the quality they particularly like.

It is true that ratings can be abused, but so can many other good institutions. It is no disparagement of the Constitution of the United States that Communists seek the protection of the Fifth Amendment. Ratings can also be abused. A. C. Nielsen remembers one client who turned aside his efforts to interpret or explain the figures, saying, "You just give me the figures. I'll do my own distorting." Salesmen are sometimes equipped with several rating services, and told to use in each sales solicitation whichever service shows the most favorable figure. Sometimes buyers take averages of two or three rating systems and use this meaningless figure.

What would the critics of ratings have? A single method? If so, who, in our system of free enterprise, would produce it? A broader sample? If so, who would pay for it? A pay-TV system? Then let them have a pay-TV system, but let the rest of the people who are not paying for television entertainment view or reject the programs of their free choice in a system of commercial competition.

grow with OKLAHOMA



## Retail Sales Gain

1958 over 1954

## Census of Business

(preliminary report)

# 1958 business census confirms Oklahoma City's fast growth

Oklahoma City was confirmed as one of the nation's fastest growing cities in the figures of the 1958 Census of Business. Oklahoma City showed increases in every category of the report and was second only to Houston among Metropolitan areas in the southwest in percentage of gain in total retail sales.

Total retail sales were recorded at \$573,026,000 for Oklahoma City in 1958, according to the report, marking Oklahoma City as a more than half-billion dollar market.

That the growth pace continued in 1959 is shown by Federal Reserve

reports of Department Store Sales indicating retail sales for 1959 will top the \$600,000,000 mark.

Are your sales in Oklahoma sharing in this rapid growth? Get growth in your sales with a solid selling campaign in The Daily Oklahoman and Oklahoma City Times.

These newspapers give you a daily combined circulation equal to 54.1% of the households in their prime 58-county marketing area of Oklahoma where 68% of the state's retail sales are made. Sunday circulation covers 47.4% of the households in the same wide area.

### Circulation Growing, Too!

Sept. 30, 1959, Publisher's Statement\* shows

total daily combined circulation **270,101** Up **10,790**  
total Sunday circulation **240,753** Up **5,085**

six months average compared with the same period of the previous year  
\*subject to ABC audit

# THE DAILY OKLAHOMAN

# OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company

Represented by The Katz Agency

# Editorial Index—Media/scope

VOL. III—JANUARY-DECEMBER 1959

Published by Standard Rate & Data Service, Inc.  
5201 Old Orchard Rd., Skokie, Ill.

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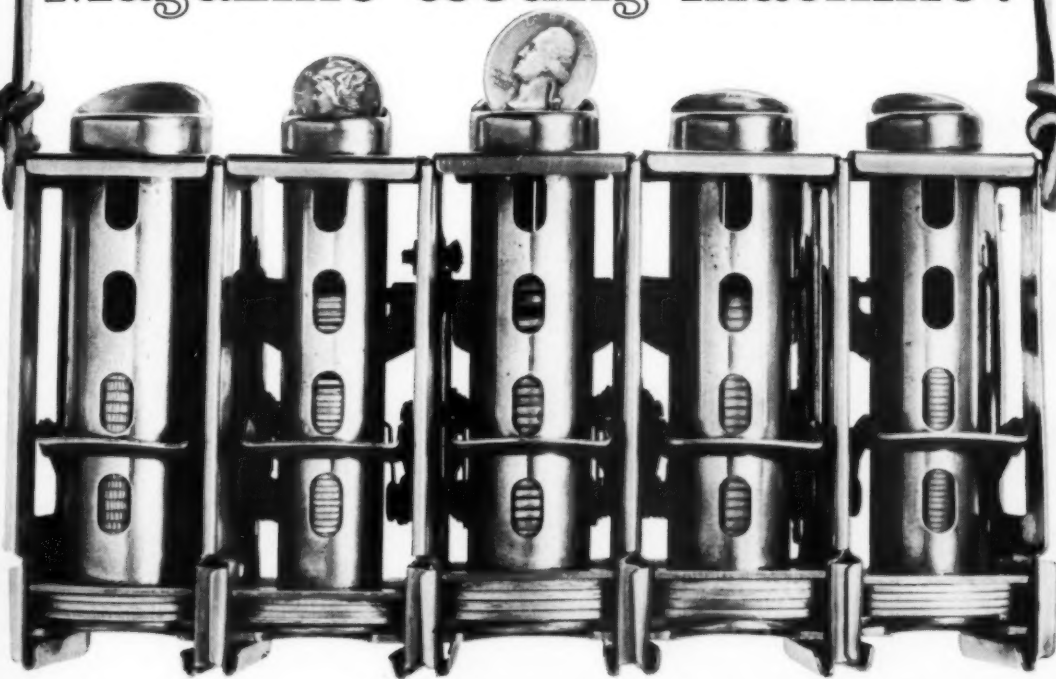
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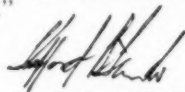
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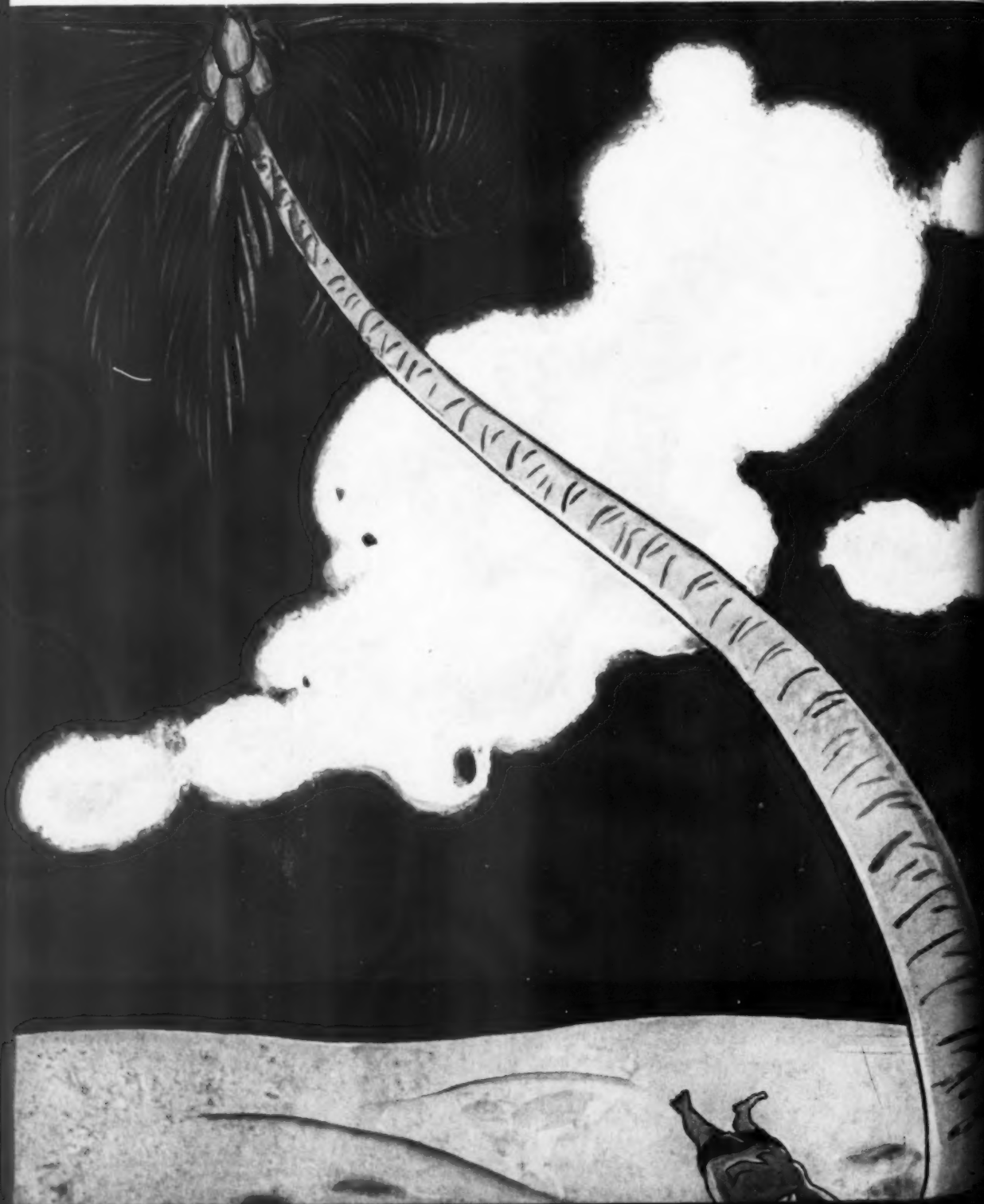
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